



# SmarterStats 5.x

Help Documentation

## SmarterStats Help

Welcome to the SmarterStats Help System. On the left you can find various topics that will help you use SmarterStats more effectively. Above, you can find links that will allow you to search the help, watch product videos, browse the knowledge base or visit the SmarterTools Community. Find more information on paid support options and self-help resources at the Support Portal .

To the right of each Help category in the tree view you'll see a PDF icon. This allows you to view each topic under that category as a single PDF file. This file can be saved for later review or easily printed out. In addition, at the top of each help page you will see both a Print button as well as a View PDF button. This allows for a more versatile way to interact with Help.

### Common Help Topics for Users

- Logging in

### Common Help Topics for Site Administrators

- Logging in
- User administration

### Common Help Topics for System Administrators

- Logging in for the first time
- Properly installing SmarterStats
- Adding a Site

## Getting Started

SmarterStats is a Web log analytics tool that cost-effectively delivers accurate and detailed website statistics for sites on Windows and Linux Web servers. Use the Getting Started section of the SmarterStats Online Help as a quick resource to help you set up the application.

- Download the SmarterStats installation file from the SmarterTools website .
- Run the InstallShield Wizard. Note: If SmarterStats Enterprise edition will be installed on a remote server, use the service MSI installer package instead of the standard installer. Also, users of Windows 2003 Advanced Server need to install SmarterStats from Add/Remove Programs in the control panel to properly set file permissions.
- If you are running IIS 5.0 or later, convert the SmarterStats Web interface to run under IIS. For more information, see [Running SmarterStats as an IIS Site](#).
- Login as the system administrator and run the Setup Wizard. Note: The default login is "admin" for the site ID field, "admin" for the username, and "admin" for the password field.
- Activate SmarterStats, if necessary. Upon logging in as the administrator for the first time, the product will run as the Free edition. To activate the Professional or Enterprise edition of the software, you will need a valid license key. For more information, see [Activating SmarterStats](#).
- Add sites to SmarterStats. For more information, see [Adding a Site](#) .

## **General Information**

### **What is SmarterStats?**

SmarterStats is a Web log analytics tool that cost-effectively delivers accurate and detailed Web site statistics for a single site or tens of thousands of sites across a distributed network. SmarterStats supports numerous log file types, such as Internet Information Server (IIS) and Apache on Windows and Linux Web servers. The unique methodology in which SmarterStats interprets and converts log files reduces disk space utilization up to 85% while creating an ideal platform for reporting statistics and data mining.

### **Professional vs. Enterprise Editions**

SmarterStats Professional edition is built and priced for companies or individuals who support anywhere from one to many sites on a single server.

SmarterStats Enterprise edition is built for companies such as medium to large Web hosts, internet service providers, corporations, or various other enterprise-level organizations running a distributed architecture network. Using a single Web interface plus a Web service that is installed on each log-generating server, the functionality of SmarterStats Enterprise is optimally distributed across your network to provide advanced features for system administrators and end users alike. This results in fewer software licenses and a reduction in hardware costs associated with additional servers.

SmarterStats Enterprise can reduce the number of reporting servers 30-to-1 over competing products.

Finally, SmarterStats Enterprise provides industry-standard Web services that allow easy integration into external applications. This means that the vast majority of management tasks associated with providing log analysis (adding or deleting sites and users, etc.) are fully automated. This drastically reduces the cost of ownership for system administrators. Because of this, SmarterStats is the log analysis package of choice for some of the largest companies in the world.

### **How SmarterStats Works**

There are three main components that work together within SmarterStats: the Web interface, the SmarterStats service, and the SmarterStats Web server.

#### **Web Interface**

The Web interface is a browser-based administration platform that installs on a single server and supports all users as well as administrators who are managing the usage of the SmarterStats application. End users use the Web interface to check statistics, create filters, create custom reports,

and more. System and site administrators use the Web interface to add, delete, or move sites, as well as to check various administrative functions.

## SmarterStats Service

The SmarterStats service is responsible for 90% of the local processing done by SmarterStats, such as gathering the log information, processing the log information, and communicating results back to the Web interface for display. With the Enterprise edition, the service can reside on the same machine as the Web interface and/or reside on each separate Web server as a remote service. This is the primary reason a single Web interface can handle up to 30,000 individual websites--the majority of processing the information is done on each Web server versus processing on the Web interface server. In addition, the local service uses available CPU, but at the lowest priority. This means that if any other application (such as IIS) with a higher priority requires CPU, the stats engine will fall into the background. Setting up a remote service ensures performance of SmarterStats without affecting other applications on the server.

## SmarterStats Web Server

SmarterStats includes a basic Web server, so the product is fully function upon installation even without the existence of IIS or other Web Sservers. However, SmarterTools recommends installing Microsoft IIS 7.0 in place of the SmarterStats Web server for increased performance and security.

## Browser Requirements

SmarterStats is fully supported by the browsers below.

- Internet Explorer 6 and higher
- Google Chrome 2 and higher
- FireFox 2 and higher
- Safari 3 and higher
- Opera 10 and higher

## Copyright and Trademark Information

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## Product and Component Acknowledgements

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## Interface components produced by•



## Charting component produced by



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## Release Notes

Current release notes are available at

<http://www.smartertools.com/Products/SmarterStats/ReleaseNotes.aspx>

# Installation and Deployment

## SmarterStats System Requirements

SmarterStats was designed to operate efficiently with multiple applications on the same server based on the following minimum requirements:

- Windows XP, Windows Vista, or Windows 2003 or higher
- SmarterStats Web server included with product\*

However, one of the unique benefits of SmarterStats is its ability to manage the resources it consumes. Therefore, the resources used by SmarterStats can be adjusted to work in any environment with a variety of other desktop or server applications. For example: On a machine with multiple applications running, the system requirements can be adjusted to account for a number of different factors on the server (such as other processes that are running, the size of individual websites, the amount of traffic, the size of the log files generated, etc.). For more information, see [Deployment Guides](#) .

\*SmarterStats includes a basic Web server, so the product is fully function upon installation--even without the existence of IIS or other Web servers. However, SmarterTools recommends installing Microsoft IIS 7.0 in place of the SmarterStats Web server for increased performance and security in medium to high-volume environments. For more information, see [Running SmarterStats as an IIS Site](#) .

## SmarterStats Enterprise Remote Service

If you are running SmarterStats Enterprise with the remote service, SmarterTools recommends the following requirements:

- Windows XP, Windows Vista, or Windows 2003 or higher
- Microsoft .NET 3.5 Framework (including all applicable service packs and/or patches)

The remote service can run on any server on which log files reside. It can also use FTP to pull the log files from other servers or it can be configured to pull log files from a network location. Most sites will require the service to use 256MB of RAM or less. However, sites with an abnormal amount of unique page names or sites with extremely large log files (greater than 1GB per day) could require more RAM. Please keep this in mind when looking at a specific Web server's hardware configuration (CPU, available memory, etc.).

In addition, the Web interface communicates with the remote service via port 50003. Firewalls or any other security measures that might prohibit communication from this port must have rules established to open this port.

Note: Every installation and environment is unique. Extra load caused by excessive volume and/or other factors may require more disk space, memory, database allocation, etc. No warrantee or guarantee is expressed or implied as to the efficacy or viability of these recommendations for a particular environment or application.

## Installation

SmarterStats comes as a single installation file that contains everything necessary to run the product. The SmarterStats installer can be downloaded from [www.smartertools.com](http://www.smartertools.com) . Both the free and the licensed editions of SmarterStats are contained within this installation file, so it is not necessary to download or install the file again if you purchase a license after trying the free edition.

Please refer to the KB article [How To - Install SmarterStats](#) for step-by-step installation instructions.

Note: If you plan to install SmarterStats Enterprise on a remote server, use the service MSI installer package in addition to the standard installer.

Also, Windows Server 2003 users may need to install SmarterStats from Add/Remove Programs in the control panel in order for file permissions to be properly set.

## Running as an IIS Site

By default, SmarterStats installs a basic Web server that allows companies to start using the application immediately after installation. However, SmarterTools recommends moving to a more robust and secure Web server, such as Microsoft IIS. For step-by-step instructions on configuring SmarterStats to run with Microsoft IIS 7.0, please refer to the KB article [How To - Set up SmarterStats as an IIS Site](#) .

Alternatively, you may run SmarterStats as a virtual directory under an existing site. However, this is not recommended. For more information, please refer to the KB article [How To - Set Up SmarterStats as a Virtual Directory Under an Existing IIS Site](#) .

Note: This help topic assumes familiarity with Microsoft IIS and how it works. SmarterTools recommends using the basic Web server included with SmarterStats if you are unfamiliar with or uncomfortable using Microsoft IIS.

## Activating SmarterStats

In order for SmarterStats to function for more than a single site, the product must be activated using a valid license key. In addition, if SmarterStats is moved to another server or assigned to a different database, the product may need to be reactivated.

To access the product activation wizard, click the Settings button in the main toolbar. Then click the Settings navigation pane and expand the Activation folder. Then click Licensing in the left tree view. The edition and license level information for the version of SmarterStats currently being used will load in the content pane.

To activate or reactivate a valid license key, click the Activate or Reactivate button in the actions toolbar. For step-by-step activation instructions, please refer to the KB article [How To - Activate SmarterStats](#) . Note: Activation of a license key requires the server to contact SmarterTools over port 443 (HTTPS). Please ensure that any firewall or internet security software you have installed allows an outgoing TCP port 443 request.

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## Upgrading SmarterStats

Because the SmarterStats 5.x download contains all of the installation files needed for any licensing level or edition, upgrading editions or levels is relatively easy. With a valid license key, companies can easily upgrade to the Professional or Enterprise editions or increase the number of agents available in SmarterStats. For more information, see the [Activating SmarterStats](#) . For step-by-step instructions, please refer to the KB article [How To - Upgrade SmarterStats Levels and Editions](#) .

The steps for upgrading to SmarterStats 5.x from an older version of the application vary depending on which version you are currently using. For more information, please refer to the KB article [How To - Upgrade SmarterStats](#) . Note: SmarterStats Enterprise users that have installed the remote service on machines other than the Web interface server should update the remote service before updating the main SmarterStats server.

## SmarterStats Deployment Guide

SmarterTools provides a deployment guide to help system administrators determine the most effective architecture to gather statistics on their Web sites and/or in hosted environments. Architecture recommendations are divided into the following categories:

- Individual website deployments are those in which the Free edition of SmarterStats is utilized to gather statistics on one domain either locally or on a remote, hosted server.
- Low-volume deployments are those where a purchased edition of SmarterStats is reporting on up to 250 websites--based locally and/or on remote servers delivering log files to the SmarterStats server for analysis.
- Medium-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 2,000 websites from multiple remote Web servers and/or locally hosted

websites.

- High-volume and specialized deployments are those in which a higher-level Enterprise edition of SmarterStats is reporting on tens of thousands of websites per Management Reporting Server (MRS) across potentially distributed networks in a variety of methods.

More information regarding these architectures can be found in the SmarterStats Deployments in Local and Distributed Networks document.

## Automation with Web Services

SmarterStats was designed to support custom configuration and automation. System administrators have the ability to access the SmarterStats application via exposed Web services, allowing for the automation of a variety of different tasks.

To view the Web services and the corresponding functions available to you, go to your default Web interface install location and append "services/SERVICENAME.asmx". With the default installation, you would use `http://127.0.0.1:9999/services/SiteAdmin.asmx`.

For more information, including a brief explanation of the available Web services, download the SmarterStats 5.x Automation with Web Services document. Note: For a list of constants, refer to the Web Services Constants Reference .

## Concepts

### Log File Compression

SmarterStats was developed for a wide variety of users, from the webmaster with one or two sites to large-scale enterprises with 10,000 sites. With this philosophy in mind, SmarterStats incorporates a compression scheme that reduces the amount of raw log files stored on a Web server.

In a nutshell, SmarterStats takes traditional Web server log files and segregates redundant data, turning log file data into an optimized file-based relational database. This step, in and of itself, can reduce log file sizes up to 80%. Additionally, SmarterStats compresses the already small SmarterLogs even further, adding another 5-10% reduction in the size of the log files.

Because the unique architecture results in smaller log files and smaller disk space requirements, the benefits include:

- Less disk space is required for log file storage
- Less backup space is required for backing up log file
- Shorter download times for clients
- Faster data queries and faster display times
- Faster backup schedules
- Lower overhead for monitoring backups
- Lower initial hardware investment

### Supported Log Files

SmarterStats supports these common log file types: W3C, IIS, NCSA, NCSA Extended, Apache, Apache NCSA, and IPlanet Common Logs. Rotating logs not supported.

### Understanding Report Items

SmarterStats breaks down various aspects of your website traffic into individual report items, which are considered to be the backbone of the SmarterStats application. Most of these report items display only one type of statistic pulled from the site's log files and typically contain a single table of information and a chart (when applicable). Examples include Top Pages, Referring Sites, Weekday Averages, Keyword Positions, and Google PageRank Trends.

Standard reports combine various report items into a comprehensive report that can be used to analyze different aspects of your website traffic. Examples include the Search Engine, Site Activity, and

Marketing reports. For more information on standard reports, refer to the Standard Reports page in the Help for End Users folder of the SmarterStats Online Help.

Custom reports are user-created reports that combine an unlimited number of report items into a single, comprehensive report to meet your business needs. For more information on custom reports, refer to the Custom Reports page in the Site Reports or SEO Reports folders of the SmarterStats Online Help.

## Understanding Visits, Views, and Hits

A visit occurs when an individual (or spider) comes to your website and looks around a bit. He may go to one page or he may go to 100 pages, but he is only visiting your website once.

A view refers to the number of pages that were seen during that visit.

A hit refers to the number of physical resources requested from the server during that visit. Pages are made up of many items (images, text, etc). Each of those is a hit, while a view is the page itself.

Think of it like a book store. A person goes into the store (visit) and picks up five books to buy (views). While he is holding the books, he flips through them and looks at a few pictures (hits). So he would have one visit to the store, five books handled during his visit (views), and maybe 30 pictures he looked at (hits).

So which value is more useful? It depends on the use of the information. If you're in marketing and you're striving for bragging rights or high activity numbers, use hits. However, if you are using your stats to actually identify trends and the personal impact of your site, use views and visits. Hits can always be inflated artificially by adding a few more images to a page, for example. Visits and views, however, represent people coming to your site and the number of webpages they saw, which is much more useful for analyzing usage patterns.

## Help for Users

### Logging in to SmarterStats

Users and site administrators will need to obtain the link to the SmarterStats Web interface login page and the Site ID from their system administrator. To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login .

To stay logged in to SmarterStats even after closing the browser, be sure to select the Remember Me checkbox. This will allow SmarterStats to encrypt the username and password. This feature works as long as you do not log out of SmarterStats prior to closing your browser window. Note: Browser cookies must be enabled for this feature to work.

A screenshot of the SmarterStats login interface. The form is titled "Please log in to SmarterStats...". It contains the following fields: "Site ID" with the value "57", "Username" with the value "johndoe", and "Password" with masked characters. Below these is a "Language" dropdown menu set to "Use Browser Language". At the bottom left is a "Remember Me" checkbox, which is currently unchecked. At the bottom right are two buttons: "Login" with a key icon and "Help" with a question mark icon.

Please log in to SmarterStats...

Site ID  
57

Username  
johndoe

Password  
••••••••

Language  
Use Browser Language ▼

Remember Me

 Login |  Help

## Site Reports

### 7 Day Overview

The 7 Day Overview automatically loads upon login and provides a snapshot of the site's metrics for the last seven days. The following site report summaries are available:

- Views and Visits - This graph displays the number of page views per day and the total number of visits
- Bandwidth Usage (KB) - This graph displays the total amount of bandwidth used each day
- Top Pages - This chart lists the 10 most popular pages of the website based on page views
- Top Referrers - This chart lists the top 10 sites that referred people to your website.

- Search Engines - The top 5 search engines that referred people to your site
- Top Search Phrases - The top 10 search phrases that referred people to your site

For a definition of the terms listed on this page, please refer to the Glossary .

## Favorites

Site administrators and users can mark any report item as a favorite, allowing easy access to the most frequently used report items. Using favorites can greatly reduce your time analyzing statistics, as you can quickly jump between report items that interest you. For instructions on how to add a report item to your favorites list, please refer to the KB article [How To -- Create a Favorite Report](#) .

To access your favorite reports, click Site Reports or SEO Reports in the main toolbar. Then expand Favorites in the left tree view and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Click this button to email a copy of the report to the desired recipient(s)
- Export - Click this button to export the report in CSV or TAB format
- Edit - Click this button to edit the report's settings and configuration options
- Delete - Click this button to permanently remove the report from the favorites list

## Scheduled Email Reports

This feature is available in Enterprise Edition only
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The Enterprise edition of SmarterStats has the ability to email standard and custom reports on a daily, weekly, and monthly basis.

- Daily email reports are sent at 2:00 AM the next day.
- Weekly email reports are sent on 2:00 AM Monday.
- Monthly email reports are sent at 2:00 AM of the first day of the month.

The reports are generated and sent by SmarterStats according to the time zone configured for that particular site. This gives the Web server a solid opportunity to flush all log files out and allows the system to import the previous day's log file before generating the report. Note: The time zone is configured during the initial site setup, but can be changed by logging in as the site administrator and editing the site importing settings.

For instructions on how to schedule an email report, please refer to the KB article [How To -- Create a Scheduled Email Report](#) .

To see which reports are scheduled to be emailed, click Site Reports or SEO Reports in the main toolbar. Then click Scheduled Email Reports in the left tree view and select the desired report. A list

of scheduled email reports will load in the content pane and the following options will be available in the actions toolbar:

- Add Email Report - Click this button to email a copy of the report to the desired recipient(s)
- Edit - Click this button to edit the email options for the report
- Delete - Click this button to permanently remove the report from the emailed reports list

## **Data Mining**

### **Data Mining Overview**

While custom and standard reports provide a general overview of the various statistics extracted from your log files, data mining allows site administrators and users to drill-down and analyze statistical data on a deeper level. These reports are an invaluable resource for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your investment(s), or for a variety of other tasks requiring a large-scale, detailed analysis of website traffic.

To reduce the complexity often associated with data mining, SmarterStats presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they need to evaluate the effectiveness of an online marketing or advertising campaign.

To access data mining reports, click Site Reports in the main toolbar. Then click Data Mining in the left tree view. You can also perform data mining by clicking on the data mining icon next to items returned in a report (where applicable).

### **Data Mining Questions**

To reduce the complexity often associated with data mining, SmarterStats presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they need to evaluate the effectiveness of an online marketing or advertising campaign.

### **Daily Activity by File**

What is the daily activity that this file gets?

This query allows you to select a single page or resource contained within your website and see the daily activity over time. This type of mining is good to identify trends in the activity of that resource, to see if people are accessing the file more or less than they used to.

## Direct Referrals

What are the referrers of this file?

This query is useful for marketing or to detect image leaching. For example, if you have an image that you have exposed on other websites that resides on your Web server, the URL it was viewed on is recorded every time a browser views your image. This report will list the top URLs or "refferals" in which your image was viewed. If you have a nice graphic, chances are that someone else will want to use it on their website. If they link your image path to their website, this report will list the top URLs that the image or graphic is viewed from.

## Initial Referrals

What sites were people on before they hit this file?

This query reports the original source of visitors that came into your site that eventually hit the page or file you choose. This can be most useful for marketing purposes. For example, if you have a "Thank You" page after a person orders your product, you can identify the original sources of visitors that reached that page, effectively discovering where your orders came from.

## Visitor Bandwidth

Which visitors used the most bandwidth by downloading this file?

This query allows you to track the bandwidth usage, total bandwidth usage, and the IP address of requests for specific files you have placed on your website. This report is most useful in detecting web site abuse. Typically, you will identify a high-bandwidth file from Top Files or a related report item, then start data mining on it to discover if there are a few IP addresses that are attempting to use your bandwidth by repeatedly downloading files. Those IP addresses can then be metered or denied access on your Web server.

## Entry Pages

Where did people who hit this file enter the site?

This query allows you to select a single page contained within your website and see the top pages used to access the page. This is a particularly useful form of data mining that allows you to track where people are coming from when they access a specific page. For example, if a page is specified in an advertising campaign or marketing campaign, users can see exactly how people are accessing that page and verify any information that is given by the particular site that contains the advertising.

## Exit Pages

Where did people exit the site after hitting this file?

This query allows you to select a single page contained within your website and see the last pages people viewed before exiting the website. This is useful in order to track how far users get in a process (such as placing an order) and where they are exiting your site.

## Repeat Visits

How many times did people return to my site before hitting this file?

This query allows you to select a single page contained within your website and see the number of times a person visited the site prior to reaching and viewing the page selected. The report itself shows the IP address of the visitor, the initial entry page for that visitor before they viewed the page selected, and the number of visits before the page selected was viewed.

## Query Strings

What query strings were passed to this file?

This query allows you to view the various query strings that are passed to a particular page of your website. A typical example is the SmarterStats help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which query string was passed to generate the page.

This query differs from the Query Items report in that it does not separate query string items. For example, assuming you have a hit that looks like

`/help/default.aspx?section=Administrator&page=Getting+Started`. The Query Items report will show two lines: One for `section=Administrator` and one for `page=Getting+Started`. Conversely, the Query Strings report will show one line that looks like `section=Administrator&page=Getting+Started`.

## Query Items

What query items were passed to this file?

This query allows you to view the various query string items that are passed to a particular page of your website. A typical example is the SmarterStats help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which individual items were passed to generate the page.

This query differs from the Query Strings report in that it separates each query string item and reports them individually. For example, assuming you have a hit that looks like `/help/default.aspx?section=Administrator&page=Getting+Started`. The Query Items report will show two lines: One for `section=Administrator` and one for `page=Getting+Started`. Conversely, the Query Strings report will show one line that looks like `section=Administrator&page=Getting+Started`.

## Visitor Paths

What are the top paths taken by this IP address?

This query allows you to track the most common paths taken by an IP address during its visits to your website. This report is useful in understanding the behavior of specific visitors on your website.

## Visitor Files

What are the top files requested by this IP address?

This query allows you to track the files most commonly requested by a particular IP address. This report is useful in understanding the behavior of specific visitors on your website.

## File Visitors

Which visitors requested this file?

This query allows you to track what visitors (ip addresses) most often requested a file on your website. When used in conjunction with other data mining queries, this report is helpful in understanding the behavior of visitors that request certain files.

## File Visitor Paths

What are the top paths for all visitors that hit this file?

This query allow you to track the most common paths taken for visitors that request a specific file. This report is useful in understanding how visitors are accessing various files on your website.

## File Visitor Locations

From where are the visitors requesting this file?

This query allows you to identify the geographic regions that accessed a specific file on your website.

For a definition of the terms listed on this page, please refer to the Glossary .

## Custom Reports

This feature is only available in SmarterStats Enterprise.
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Most of the site reports display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis.

With custom reports, statistics from multiple site report items can be combined to give site administrators and users a comprehensive analysis of your website. Note: A custom report is similar to a standard report, except custom reports grant users the flexibility to include an unlimited number of report items in a single report, not just a specific set of report items and can be adjusted to meet your organization's needs.

To access the custom reports, click Site Reports in the main toolbar. Then expand Custom Reports in the left tree view and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Click this button to email a copy of the report to the desired recipient(s).
- Export - Click this button to export the report in CSV or TAB format.
- Edit - Click this button to edit the report's settings and configuration options.
- Delete - Click this button to permanently remove the report from the favorites list.

## Creating a Custom Report

To create a new custom report, click Site Reports in the main toolbar. Then expand Custom Reports in the left tree view and click New Custom Report . The following configuration tabs will be available:

### Custom Report

Use this tab to specify the following options:

- Name - The name of the custom report.
- Default Date Range - The default time period from which report item data is collected.
- Filter Set - To apply a default filter set to the report items, select the appropriate filter from the list.
- Use default date range on all report items - Checking this box will apply to the default date range to all report items in the custom report. Note: To allow each report item to override the date range, uncheck the box.
- Use default filter set on all report items - Checking this box will apply the selected filter set to all report items in the custom report. Note: To allow each report item to have a different filter, uncheck the box. This will allow you to compare different filter sets on the same report.

Report Items Use this tab to specify which report items to include in the custom report:

- Report Item - The specific site report to be added to the custom report. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Date Range - The time period from which report item data is collected. Note: This item will not appear if you have chosen to use the default date range for all report items in the custom report.
- Chart - To specify a specific chart type, select the appropriate option from the list. Note: 3D charts will use the perspective selected in My Settings.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Group - The timeframe for which rows are grouped.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the custom report.
- SEO Collection - The specific SEO collection that will be applied to the report item.
- Site - The specific website that will be applied to the report item.
- Search Engine - The specific search engine that will be applied to the report item.

## Standard Reports

### Standard Reports Overview

Most of the site reports display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis.

Standard reports are unique because they combine statistics from multiple site reports (a.k.a. report items) to give site administrators and users a comprehensive analysis of your website. Standard reports are best used to provide the most pertinent data to specific people or departments within an organization as they often show how different report items relate to a particular function or goal. For example, a webmaster or IT department would likely find the Webmaster report beneficial as it includes many report items relating to the website (visitor statistics, browsers used, server errors, etc.).

To access the standard reports, click Site Reports in the main toolbar. Then expand Custom Reports in the left tree view and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Click this button to email a copy of the report to the desired recipient(s)
- Export - Click this button to export the report in CSV or TAB format

Note: Because standard reports include data from many different report items, these reports may take longer to load.

## CEO Report

The CEO report is designed to give the chief executive officer an overview of the website statistics and reports used by the other employees in the organization (such SEO, marketing, and webmaster reports).

The CEO report contains the following report items:

- Top Pages
- Referring Sites
- Entry Pages
- Paths
- Platforms
- Browsers
- Monthly Totals
- Weekday Totals
- Search Engines Breakdown

For a definition of the terms listed on this page, please refer to the Glossary .

## Marketing Report

The marketing report is a useful tool for an individual in marketing to make informed decisions about search engine marketing campaigns, as well as to see the impact a banner advertising or showcase advertising campaign has on website traffic and/or sales. This report shows which search engines provide the most referring traffic, and which keywords and phrases are pointing users to their site. Using this report, site administrators and users can target specific entry pages in their advertising campaigns, judge which campaigns are most effective, or even compare the statistics returned by SmarterStats with the statistics given by the sites featuring the advertising.

The marketing report contains the following report items:

- Search Engine Breakdown
- Phrases
- Referring Sites

- Referring URLs
- Entry Pages
- Exit Pages
- Phrase Sources

For a definition of the terms listed on this page, please refer to the Glossary .

## Search Engine Report

The search engine report contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine.

The search engine report is comprised of the following report items:

- Search Engine Breakdown
- Spiders
- Phrases
- Phrase Sources
- Keywords
- Keyword Sources
- Referring Sites
- Referring URLs
- Entry Pages

For a definition of the terms listed on this page, please refer to the Glossary .

## Site Activity Report

The site activity report is designed to give you a snapshot of the activity on your website. The report includes statistics relating to views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details.

The report items contained in this standard report are:

- Top Pages
- Top Directories
- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Entry Files

- Entry Pages
- Exit Pages
- Paths
- Top IP Addresses
- Browsers
- Platforms
- Spiders

For a definition of the terms listed on this page, please refer to the Glossary .

## Site Usage Report

The site usage report is designed to give the user a complete and thorough look at bandwidth usage from every angle. Using this report, a site owner can see what files are responsible for the highest bandwidth usage and act accordingly (optimize, etc.).

The report items contained are:

- Weekday Totals
- Hourly Totals
- Monthly Totals
- Top Pages
- Top Directories
- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Top IP Addresses

For a definition of the terms listed on this page, please refer to the Glossary .

## Site User Report

The site user report displays information about the users that are visiting your site, such as browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details.

The report items contained in the site user report include:

- Browsers
- Browser Versions
- Platforms

- Top IP Addresses
- Recent Visitor Stats
- Recent Visitor Details

For a definition of the terms listed on this page, please refer to the Glossary .

## Webmaster Report

The webmaster report give the webmaster a look at the browsers and platforms connecting to the site, along with any errors (404, 500, etc.) that may happen. Additionally, the top documents and downloads by views/visits and top entry pages will be displayed. The webmaster can then target obvious or potential trouble spots on a site, optimize pages and/or graphics, or work in cooperation with a SEO or marketing specialist to help drive traffic to particular pages.

The webmaster report contains the following report items:

- Browsers
- Browser Versions
- Platforms
- Result Codes
- 404 - Page Not Found
- 5xx - Server Errors
- Top File Types
- Entry Pages

For a definition of the terms listed on this page, please refer to the Glossary .

## Report Items

### Files

#### Files Overview

The reports in this section will help site administrators and users determine the most popular content of their website.

To access these reports, click Site Reports from the main toolbar. Then expand the Files folder in the left tree view. The following reports are available:

- Top Pages
- Top Directories

- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Top File Types
- Pages Not Indexed
- Pages Indexed Not Viewed
- Spider Pages
- Spider Directories
- Spider Top Files

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

## Top Pages

This report displays the most popular pages of your website, as determined by page views and visits. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these popular pages.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Top Directories

This report displays the website directories that received the most page views. Site administrators and users can use this report to determine the most popular areas of a website.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Top Documents

This report displays the most frequently downloaded documents on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these documents. Note: By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. However, the system administrator may set up additional extensions as documents.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Top Downloads

This report displays the most frequently downloaded files on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these files.

Note: By default, SmarterStats considers the following extensions to be downloads: .ASF, .AVI, .DOC, .EXE, .GZIP, .MP2, .MP3, .MPEG, .MPG, .MSI, .MSP, .QT, .QTM, .RA, .RAR, .SWF, .TAR.BZ, .TAR.BZ2, .TAR.GZ, .WMA, .WMF, .WPD, .ZIP. However, the system administrator may set up additional extensions as downloads.

For a definition of the terms listed on this page, please refer to the Glossary .

## Top Dynamic Pages

This report displays the most frequently viewed dynamic pages (webpages that change content based on database information or user settings) on your website. An important step in optimizing the performance of your website is to identify the most commonly accessed dynamic pages and speed up the script execution on those pages.

For a definition of the terms listed on this page, please refer to the Glossary .

## Top Images

This report displays the most frequently downloaded image files on your website. Note: By default, SmarterStats considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. However, the system administrator may set up additional extensions as images.

Use this report to reduce bandwidth usage on your site by identifying the images that are downloaded most often and optimizing their size. If an image is getting excessive hits, use data mining to identify the direct referrals of the image. This will help you determine if another site is hot-linking to your images.

For a definition of the terms listed on this page, please refer to the Glossary .

## Top Files

This report displays the most frequently accessed files on your website, regardless of the file extension.

For a definition of the terms listed on this page, please refer to the Glossary .

## Top File Types

This report displays the most popular file extensions on your website, as determined by hits and visits.

For a definition of the terms listed on this page, please refer to the Glossary .

## Pages Not Indexed

This report displays a list of the webpages that were not indexed by spider and/or bots. Site administrators and users can use this report to determine which pages may not be available in search engine results pages.

For a definition of the terms listed on this page, please refer to the Glossary .

## Pages Indexed Not Viewed

This report displays a list of the webpages that were indexed by spiders and/or bots but that were not viewed by the public. Site administrators and users can use this report to identify pages that may be deleted or may need to be optimized to increase page views.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Pages

This report displays a the top pages of your website crawled by spiders and/or bots. By selecting a specific spider in the report options pane, you can see the top pages indexed by that spider.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Directories

This report displays the website directories that received the most page views by spiders and/or bots.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Top Files

This report displays the website files most frequently accessed by spiders and/or bots, regardless of the file extension.

For a definition of the terms listed on this page, please refer to the Glossary .

# Traffic

## Traffic Overview

The reports in this section will help site administrators and users identify patterns relating to website traffic, such as the day of the week with the most traffic or the hour of the day with the least traffic. Such information can be helpful when planning product launches, marketing campaigns, or website and server maintenance.

To access these reports, click Site Reports from the main toolbar. Then expand the Traffic folder in the left tree view. The following reports are available:

- Monthly Totals
- Weekly Totals
- Daily Totals
- Hourly Averages
- Weekday Totals
- Weekday Averages
- Spider Monthly Totals
- Spider Weekly Totals
- Spider Daily Totals
- Spider Hourly Totals
- Spider Hourly Averages
- Spider Weekday Totals
- Spider Weekday Averages

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

## Monthly Totals

This report displays your website activity (page views, visits, hits, and bandwidth) for the month(s) that your selected date range includes. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Weekly Totals

This report displays your website activity (page views, visits, hits, and bandwidth) for the week(s) that your selected date range includes. Note: The report displays data for the entire week, regardless of where your date range falls within that week.

For a definition of the terms listed on this page, please refer to the Glossary .

## Daily Totals

This report displays your website activity (page views, visits, hits, and bandwidth) for the day(s) that your selected date range includes. Site administrators and users can use this report to track the general ebb and flow of website traffic. Note: Because website traffic often follows weekly patterns, it may be beneficial to refer to the Weekday Averages report to identify the traffic patterns.

For a definition of the terms listed on this page, please refer to the Glossary .

## Hourly Totals

This report displays a breakdown of your website activity (page views, visits, hits, and bandwidth) by the hour of the day for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Hourly Averages

This report displays the average hourly breakdown of your website activity (page views, visits, hits, and bandwidth) for the selected date range. Site administrators and users can use this report to predict bandwidth usage or to set metering policies.

For a definition of the terms listed on this page, please refer to the Glossary .

## Weekday Totals

This report displays a daily breakdown of your website activity (page views, visits, hits, and bandwidth) for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Weekday Averages

This report displays the average daily breakdown of your website activity for the selected date range. Site administrators and users can use this report to identify activity patterns (for example, that your

website gets the most traffic on Tuesdays and the least traffic on Sundays) or to create bandwidth usage and metering policies.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Monthly Totals

This report displays the spider and/or bot activity (page views, hits, and bandwidth) on your website for the month(s) that your selected date range includes. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Weekly Totals

This report displays the spider and/or bot activity (page views, hits, and bandwidth) on your website for the week(s) that your selected date range includes. Note: The report displays data for the entire week, regardless of where your date range falls within that week.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Daily Totals

This report displays the spider and/or bot activity (page views, hits, and bandwidth) on your website for the day(s) that your selected date range includes.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Hourly Totals

This report displays displays a breakdown of the spider and/or bot activity (page views, hits, and bandwidth) by the hour of the day for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Hourly Averages

This report displays the average hourly breakdown of the spider and/or bot activity (page views, hits, and bandwidth) for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Weekday Totals

This report displays a daily breakdown of the spider and/or bot activity (page views, hits, and bandwidth) for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Weekday Averages

This report displays the average daily breakdown of the spider and/or bot activity (page views, hits, and bandwidth) for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Paths

### Paths Overview

The reports in this section will help site administrators and users determine the traffic patterns of website visitors, such as the first and last webpages visits viewed or the manner in which they navigated through the website.

To access these reports, click Site Reports from the main toolbar. Then expand the Paths folder in the left tree view. The following reports are available:

- Entry Files
- Entry Pages
- Exit Pages
- Paths

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

### Entry Files

This report displays the top entry files (the first files downloaded by a visitor during a visit to your website) for the selected date range. Depending on the optimization of the site or the scripting used, any file extension can be the first file that loads. Image files are often listed as the top entry files, as there are various scripts that enable image files to load in a browser prior to an actual page displaying.

For a definition of the terms listed on this page, please refer to the Glossary .

## Entry Pages

This report displays the pages on which visitors most frequently entered your website. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site.

For a definition of the terms listed on this page, please refer to the Glossary .

## Exit Pages

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors.

For a definition of the terms listed on this page, please refer to the Glossary .

## Paths

This report displays the most frequent traffic patterns of your website visitors. When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank\_you.html. Therefore, the path for this visit would look like: default.html/product.html/order.html/thank\_you.html.

Single-hit paths near the top of the list should be investigated as potential areas for optimization, as they sometimes indicate a lack of interest-generating content or a bad visitor experience (slow load times, bad design, cultural issues, etc.).

For a definition of the terms listed on this page, please refer to the Glossary .

## Visitors

### Visitors Overview

The reports in this section will help site administrators and users identify patterns relating to website visitors, such as the number of visitors your site gets on a daily or monthly basis or the amount of time visitors spend on your website.

To access these reports, click Site Reports from the main toolbar. Then expand the Visitors folder in the left tree view. The following reports are available:

- Authenticated Users
- IP Addresses
- Recent Visitor Stats
- Recent Visitor Details
- Return Visits
- Views per Visit
- Monthly Visitors
- Monthly Visit Length
- Daily Visitors
- Daily Visit Length
- Weekday Visit Length
- Spiders

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

## Authenticated Users

This report displays information about website visitors that logged in to the site using authentication.

Note: Scripted authentication like ASP.NET forms authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the Web server.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## IP Addresses

This report displays information about the IP addresses that accessed your website during the selected date range. The IPs are listed in descending order based on the number of page views generated by the IP. This report can prove useful if your site is under attack, as it can help you determine who your attacker is (or at least his proxy).

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Recent Visitor Stats

This report displays general information about your most recent website visitors (based on a 15 minute period). Information available pertains to the first hit for that visitor, the last logged hit for the visitor, and their hits, views, and bandwidth usage.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Recent Visitor Details

This report displays information about your most recent website visitors (based on a 15 minute period). Information available pertains to the last hit logged for the visitor and information about their path through the site, the browser they were using, and the platform used.

For a definition of the terms listed on this page, please refer to the Glossary .

## Return Visits

This report displays the number of times website visitors returned to your site during the selected date range. To get the most accurate view of the information, use larger date ranges when viewing this report.

For a definition of the terms listed on this page, please refer to the Glossary .

## Views per Visit

This report displays the correlation between the number of page views and the number of visits made during the specified date range.

If you visit a site multiple times (regardless of the timeframe between visits), your IP is still counted as a single visit. However, the different pages you access during your various visits are counted individually as different views. Therefore, one visit can account for one, 10, or a 1,000 different views. As way of explanation, say you have 200 visits that generate 50 views. This means that 200 different IPs have all viewed 50 pages each.

As a general rule-of-thumb, if you have the highest number of visitors only viewing a single page, run the Top Entry Pages report and identify ways to carry visitors to other areas of your site.

For a definition of the terms listed on this page, please refer to the Glossary .

## Monthly Visitors

This report displays information about your website visitors for the month(s) that your selected date range includes. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

For a definition of the terms listed on this page, please refer to the Glossary .

## Monthly Visit Length

This report displays information about the average length of your website visits for the month(s) that your selected date range includes. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

For a definition of the terms listed on this page, please refer to the Glossary .

## Daily Visitors

This report displays information about your website visitors for the day(s) that your selected date range includes.

For a definition of the terms listed on this page, please refer to the Glossary .

## Daily Visit Length

This report displays information about the average length of your website visits for the day(s) that your selected date range includes. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends.

For a definition of the terms listed on this page, please refer to the Glossary .

## Weekday Visit Length

This report displays a daily breakdown of the average visit lengths for the selected date range.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spiders

Spiders and robots are applications that crawl the Web indexing and retrieving content, usually for the benefit of search engines, information resources, and news organizations. For example, the primary search engine robots for Google, Bing, and Yahoo! are Googlebot, Slurp, and MSNbot.

This report displays information about the search engine spider activity (spider, page views, hits, and bandwidth) on your website. Site administrators and users can use this report to evaluate and enhance their SEO efforts.

For a definition of the terms listed on this page, please refer to the Glossary .

# Referrals

## Referrals Overview

The reports in this section will help site administrators and users identify patterns relating to the websites or webpages that sent traffic to your website.

To access these reports, click Site Reports from the main toolbar. Then expand the Referrals folder in the left tree view. The following reports are available:

- Referring Sites
- Referring URLs
- Referring Links
- In-site Referrers

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

## Referring Sites

Any time a visitor comes to your site, chances are they came from somewhere else. The site that they come from, therefore, is called the referring site. This report shows you the domain name or IP address that referred a visitor to your site, in descending order, based on the number of times that domain name or IP address was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

For a definition of the terms listed on this page, please refer to the Glossary .

## Referring URLs

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the referring URL. This report displays the referring URL (minus the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

For a definition of the terms listed on this page, please refer to the Glossary .

## Referring Links

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the referring URL. This report displays the full URL (including the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

For a definition of the terms listed on this page, please refer to the Glossary .

## In-Site Referrers

Referring URLs are those that send you traffic. Many times, the referring URL comes from your own website (when someone clicks from one page to another within your site). This report displays the in-site URL that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

For a definition of the terms listed on this page, please refer to the Glossary .

## Browsers

### Browsers Overview

The reports in this section will help site administrators and users determine the browsers and platforms visitors use to view your site. Such information can help webmasters and site designers ensure the website displays properly in popular browsers.

To access these reports, click Site Reports from the main toolbar. Then expand the Browsers folder in the left tree view. The following reports are available:

- Browsers
- Browser Versions
- Mobile Phones

- Platforms
- User Agents

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

## Browsers

This report displays the most popular browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Browser Versions

This report displays the most popular versions of browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Mobile Phones

This report displays the most popular mobile phones used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the mobile phones used by your visitors.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Platforms

This report displays the most popular operating systems used by your website visitors during the selected date range.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## User Agents

A user agent is the raw information relating to the visitor connecting to your site. Whenever someone, or some thing, connects to your website, they are passing information pertaining to the agent used to connect to your site. While most see Internet Explorer as the method of connection, a Web server sees

something like: mozilla/4.0 (compatible; msie 6.0; windows nt 5.0). This is the user agent. Web browsers, search engine spiders and robots, and various website monitoring tools all have specific user agents.

This report displays information about the user agent and is most commonly used by advanced users and website developers. For example, this report can be used to determine the proportion of users that are using traditional Web browsers versus accessing your site via mobile phone or other devices.

In addition, the user agent string is one of the criteria by which Web crawlers can be excluded from certain pages or parts of a website using the robots.txt file. This allows webmasters to request exclusion of individual webpages or directories from the data gathered by a particular crawler, or when a particular crawler is using up too much bandwidth, by requesting that crawler not to visit certain pages.

For a definition of the terms listed on this page, please refer to the Glossary .

## [Server Responses](#)

### Server Responses Overview

The reports in this section will help site administrators and users identify the pages of your website that visitors and spiders cannot access. Such information can help site administrators and users optimize their websites to ensure a positive visitor experience and good performance in SERPs.

To access these reports, click Site Reports from the main toolbar. Then expand the Server Responses folder in the left tree view. The following reports are available:

- Result Codes
- 404 - Page Not Found
- 5xx - Server Errors
- Spider 404 - Page Not Found
- Spider 5xx - Server Errors

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

### Result Codes

When a request is made to your server for a page on your website (for instance, when a visitor accesses your page in a browser or when spider crawls the page), your server returns a result code

(also called an HTTP status code) in response to the request. This report item shows the most common codes returned by your server during the selected date range. Codes are grouped according to the list below:

- 200-level codes - Indicate a successful return of data. 2xx codes are good.
- 300-level codes - Indicate that the browser was redirected to another site resource. 3xx codes do not usually indicate a problem.
- 400-level codes - Indicate that a resource was either not found or was denied for some reason. If you get many 4xx codes, it may be worth investigating the cause.
- 500-level codes - Indicate that an error occurred while responding to the request. If you get many 5xx codes, it may be worth investigating the cause.

For a definition of the terms listed on this page, please refer to the Glossary .

## 404 - Page Not Found

This report displays a list of the files that a visitor attempted to access that no longer exist on the server, possibly because they were deleted, they were never created, or the URL was misspelled. While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Using data mining to find the referrers to the 404 pages will yield useful information as to the cause.

For a definition of the terms listed on this page, please refer to the Glossary .

## 5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider 404 - Page Not Found

This report displays a list of the files that a spider attempted to access that no longer exist on the server, possibly because they were deleted, they were never created, or the URL was misspelled. While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Typically, a 404 result to a spider will result in the page being removed from the spider's index and could affect your SEO efforts.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Spider 5xx - Server Errors**

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

Spiders encountering 500-level errors will usually try loading the page again later. After several failed retries, the page will likely be removed from the spider's index.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Search Engines**

### **Search Engine Breakdown**

This report displays the number of visits referred to your website by each search engine. By default, SmarterStats keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website.

For a definition of the terms listed on this page, please refer to the Glossary .

### **Phrases**

This report displays the most popular search phrases used to access your website. The phrases listed can be single keywords or longtail keywords.

For a definition of the terms listed on this page, please refer to the Glossary .

### **Phrase Sources**

This report displays the most popular search phrases used to access your website by search engine. The phrases listed can be single keywords or longtail keywords.

For a definition of the terms listed on this page, please refer to the Glossary .

## Keywords

This report displays the most popular search words used to access your website. The words listed can either be individual keywords or search phases broken down into individual words.

For a definition of the terms listed on this page, please refer to the Glossary .

## Keyword Sources

This report displays the most popular search words used to access your website by search engine. The words listed can either be individual keywords or search phases broken down into individual words.

For a definition of the terms listed on this page, please refer to the Glossary .

## Server Utilization

### Server Utilization Overview

The reports in this section will help site administrators and users determine the areas of the website that take the most time to load. In general, if the server utilization score for a webpage is high, the page will take longer to load and may need to be optimized.

To access these reports, click Site Reports from the main toolbar. Then expand the Server Utilization folder in the left tree view. The following reports are available:

- Page Bandwidth In
- Page Bandwidth Out
- Page Time Taken
- Document Bandwidth Out
- Download Bandwidth Out
- Image Bandwidth Out
- Spider Page Bandwidth In
- Spider Page Bandwidth Out
- Spider Page Time Taken

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

## Page Bandwidth In

This report displays the incoming bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to file upload pages.

Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

For a definition of the terms listed on this page, please refer to the Glossary .

## Page Bandwidth Out

This report displays the outgoing bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression on the web server.

For a definition of the terms listed on this page, please refer to the Glossary .

## Page Time Taken

Website developers can use this report to identify the pages that need the most optimization for CPU usage on the server.

Highly accessed pages that are very fast may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that takes 10ms to process causes much more load than a page that is hit 10 times that takes 1000ms to process.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching.

For a definition of the terms listed on this page, please refer to the Glossary .

## Document Bandwidth Out

This report displays the outgoing bandwidth for documents on the site. Website developers can use this report to identify files that could be compressed or reduced in size.

For a definition of the terms listed on this page, please refer to the Glossary .

## Download Bandwidth Out

This report displays the outgoing bandwidth for downloads on the site. Website developers can use this report to identify files that should be compressed for downloads.

For a definition of the terms listed on this page, please refer to the Glossary .

## Image Bandwidth Out

This report displays the outgoing bandwidth for images on the site. Website developers can use this report to identify images that could be compressed or reduced in size. Note: Many image optimization software products and services are available online. In general, these can greatly reduce the size of images without sacrificing image quality.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Page Bandwidth In

Website developers can use this report to identify the pages that need the most optimization for incoming bandwidth for spiders and/or bots.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Page Bandwidth Out

Website developers can use this report to identify the pages that need the most optimization for outgoing bandwidth for spiders and/or bots.

For a definition of the terms listed on this page, please refer to the Glossary .

## Spider Page Time Taken

Website developers can use this report to identify the pages that need the most optimization for page processing time for spiders and/or bots.

For a definition of the terms listed on this page, please refer to the Glossary .

# Geographics

## Geographics Overview

The reports in this section will help site administrators and users identify patterns relating to the geographic origin of website visitors.

To access these reports, click Site Reports from the main toolbar. Then expand the Geographics folder in the left tree view. The following reports are available:

- World
- World Cities
- Africa
- African Cities
- Asia
- Asian Cities
- Europe
- European Cities
- North America
- North American Cities
- Oceania
- Oceanic Cities
- South America
- South American Cities
- United States
- United States Cities
- Canada
- Canadian Cities

Note: Each of these reports can be added as report items to a custom report. They may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

## World Countries

This report shows the traffic from the countries of the world, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## World Cities

This report shows the traffic from cities around the world, with the highest activity city being listed first. The visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## African Countries

This report shows the traffic from the countries of Africa, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## African Cities

This report shows the traffic from the cities and countries of Africa, with the highest activity country being listed first. The visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## Asian Countries

This report shows the traffic from the countries of Asia, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## Asian Cities

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## European Countries

This report shows the traffic from the countries of Europe, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## European Cities

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## North American Countries

This report shows the traffic from the countries of North America, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## North American Cities

This report shows the traffic from the cities and states of North America, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## Oceanic Countries

This report shows the traffic from the countries of Oceania, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## Oceanic Cities

This report shows the traffic from the cities of Oceania, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## South American Countries

This report shows the traffic from the countries of South America, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## **South American Cities**

This report shows the traffic from the cities of South America, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## **United States**

This report shows the traffic from the states of the United States of America, with the highest activity state being listed first. The states visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## **United States Cities**

This report shows the traffic from the cities of the United States of America, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Canadian Provinces**

This report shows the traffic from the provinces of Canada, with the highest activity state being listed first. The provinces visitors are coming from are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Canadian Cities**

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities visitors are identified by IP address.

For a definition of the terms listed on this page, please refer to the Glossary .

## **SEO Reports**

### **7 Day Overview**

The 7 Day Overview automatically provides a snapshot of the site's SEO metrics for the last seven days. To access this section, click SEO Reports in the main toolbar and then click 7 Day Overview in the left tree view. The following SEO report summaries will display in the content pane:

- Google PageRank - This graph displays the Google PageRank of your site.
- Top Keyword Positions for Google - This chart lists the 10 highest ranking keywords tracked in all collections.
- Top Popularity for Google/Yahoo!/Bing/Ask - This chart lists the top 10 popular websites tracked in SEO collections, as defined by the number of links to their sites.
- Top Saturation for Google/Yahoo!/Bing/Ask - This chart lists the top 10 websites tracked in SEO collections, as defined by search engine saturation.

For a definition of the terms listed on this page, please refer to the Glossary .

## Favorites

Site administrators and users can mark any report item as a favorite, allowing easy access to the most frequently used report items. Using favorites can greatly reduce your time analyzing statistics, as you can quickly jump between report items that interest you. For instructions on how to add a report item to your favorites list, please refer to the KB article [How To -- Create a Favorite Report](#) .

To access your favorite reports, click Site Reports or SEO Reports in the main toolbar. Then expand Favorites in the left tree view and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Click this button to email a copy of the report to the desired recipient(s)
- Export - Click this button to export the report in CSV or TAB format
- Edit - Click this button to edit the report's settings and configuration options
- Delete - Click this button to permanently remove the report from the favorites list

## Scheduled Email Reports

This feature is available in Enterprise Edition only
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The Enterprise edition of SmarterStats has the ability to email standard and custom reports on a daily, weekly, and monthly basis.

- Daily email reports are sent at 2:00 AM the next day.
- Weekly email reports are sent on 2:00 AM Monday.
- Monthly email reports are sent at 2:00 AM of the first day of the month.

The reports are generated and sent by SmarterStats according to the time zone configured for that particular site. This gives the Web server a solid opportunity to flush all log files out and allows the system to import the previous day's log file before generating the report. Note: The time zone is

configured during the initial site setup, but can be changed by logging in as the site administrator and editing the site importing settings.

For instructions on how to schedule an email report, please refer to the KB article [How To -- Create a Scheduled Email Report](#) .

To see which reports are scheduled to be emailed, click Site Reports or SEO Reports in the main toolbar. Then click Scheduled Email Reports in the left tree view and select the desired report. A list of scheduled email reports will load in the content pane and the following options will be available in the actions toolbar:

- Add Email Report - Click this button to email a copy of the report to the desired recipient(s)
- Edit - Click this button to edit the email options for the report
- Delete - Click this button to permanently remove the report from the emailed reports list

## Custom Reports

This feature is only available in SmarterStats Enterprise.

Most of the SEO reports display only one type of statistic pulled from the site's log files. For example, the only purpose of the Search Engines report is to identify the search engines that refer the most traffic to your website. It provides no additional information or analysis.

With custom reports, statistics from multiple site report items can be combined to give site administrators and users a comprehensive analysis of your website. Note: A custom report is similar to a standard report, except custom reports grant users the flexibility to include an unlimited number of report items in a single report, not just a specific set of report items and can be adjusted to meet your organization's needs.

To access the custom reports, click SEO Reports in the main toolbar. Then expand Custom Reports in the left tree view and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Click this button to email a copy of the report to the desired recipient(s).
- Export - Click this button to export the report in CSV or TAB format.
- Edit - Click this button to edit the report's settings and configuration options.
- Delete - Click this button to permanently remove the report from the favorites list.

## Creating a Custom Report

To create a new custom report, click SEO Reports in the main toolbar. Then expand Custom Reports in the left tree view and click New Custom Report . The following configuration tabs will be available:

## Custom Report

Use this tab to specify the following options:

- Name - The name of the custom report.
- Default Date Range - The default time period from which report item data is collected.
- Filter Set - To apply a default filter set to the report items, select the appropriate filter from the list.
- Use default date range on all report items - Checking this box will apply to the default date range to all report items in the custom report. Note: To allow each report item to override the date range, uncheck the box.
- Use default filter set on all report items - Checking this box will apply the selected filter set to all report items in the custom report. Note: To allow each report item to have a different filter, uncheck the box. This will allow you to compare different filter sets on the same report.

Report Items Use this tab to specify which report items to include in the custom report:

- Report Item - The specific site report to be added to the custom report. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Date Range - The time period from which report item data is collected. Note: This item will not appear if you have chosen to use the default date range for all report items in the custom report.
- Chart - To specify a specific chart type, select the appropriate option from the list. Note: 3D charts will use the perspective selected in My Settings.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Group - The timeframe for which rows are grouped.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the custom report.
- SEO Collection - The specific SEO collection that will be applied to the report item.
- Site - The specific website that will be applied to the report item.
- Search Engine - The specific search engine that will be applied to the report item.

## Report Items

### SEO Campaigns

#### SEO Campaigns Overview

A SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

There is no limit to the number of campaigns that can be created, and each campaign will have the following report items available:

- Search Engine Positions
- Keyword Positions
- Competitive Keyword Positions
- Keyword Position Trends
- Visibility
- Competitive Visibility
- Visibility Trends
- Competitive Google PageRank
- Google PageRank Trends

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns. For more information, please refer to the Help for Site Administrators section of the SmarterStats Online Help.

## Positions

### Search Engine Positions

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the collection.

For a definition of the terms listed on this page, please refer to the Glossary .

## Keyword Positions

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to evaluate the position of a specific keyword across all search engines.

For a definition of the terms listed on this page, please refer to the Glossary .

## Competitive Positions

This report displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. Note: To see these metrics for a different search engine, choose the desired search engine from the report options pane.

Seo analysts can use this report to compare their website's position for a specific keyword to that of a competitor's.

For a definition of the terms listed on this page, please refer to the Glossary .

## Keyword Position Trends

This report displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range. Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options pane.

For a definition of the terms listed on this page, please refer to the Glossary .

## Visibility

### Visibility

This report displays the link popularity and search engine saturation of your website and your competitors' websites in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Competitive Visibility**

This report displays the link popularity and search engine saturation of your website and your competitors' websites by search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Visibility Trends**

This report displays the link popularity and search engine saturation of your website and a competing website in each search engine. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

In general, SEO analysts should aim to have high numbers for popularity and saturation.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Google PageRank**

### **Competitive Google PageRank**

This report displays the PageRank of your website and your competitors' websites.

For a definition of the terms listed on this page, please refer to the Glossary .

### **Google PageRank Trends**

This report displays the PageRank of your site and a competing site during the selected date range. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

For a definition of the terms listed on this page, please refer to the Glossary .

## **My Settings**

### **Account Settings**

To edit your personal settings, click the Settings button on the main toolbar. Then expand the My Settings folder and click Account Settings from the left tree view. The account settings will load in the content window and the following tabs will be available:

## User

Use this tab to edit the following user settings:

- Username - The username the user uses to login to SmarterStats.
- Current Password - The current password used to login to SmarterStats.
- New Password - The new password the user wants to use to login to SmarterStats.
- Confirm Password - The new password the user wants to use to login to SmarterStats Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.

## Report Options

Use this tab to edit the following report settings for reports and report items:

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Rows - The default number of rows in each table of a report or report item.
- Chart Type - To select the chart type, choose the appropriate option from the list.
- Site Report Charts - To enable charts for site reports, choose the appropriate option from the list.
- SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.
- Enable Animation - Select this option to turn on chart animations for Silverlight charts.
- Chart Viewpoint - To specify the perspective of standard charts, choose the appropriate option from the list. Note: This option does not apply to Silverlight charts.
- Enable IP Address Resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of resolutions performed per report item.
- Enable Auto-generation of Reports on Page Load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmarterStats slower, but will reduce the amount of clicking you have to do to see reports.
- Enable Randomization of Chart Colors - Select this option to allow charts to display in different colors. Note: This option does not apply to Silverlight charts.

## Filter Sets

Site administrators and users can exclude data from a report with filter sets. For example, filter sets can be created to limit the report data to certain website directories or products, allowing users to quickly flip between subsets of data when viewing reports. Note: When a filter set is actively applied

to a report, a separate line item will display near the bottom of report to indicate the totals for the filtered items. In this fashion, the totals that appear in the tables still represent the actual values of your site.

In addition, site administrators and users can easily turn a filter set exclusion into an inclusion by prefixing the item with an exclamation point. For example, the filter set /SmarterMail/ will exclude any paths that start with /SmarterMail/ from reports. By changing the filter set to !/SmarterMail/, only paths that start with /SmarterMail/ will be included in reports.

To access this section, click Settings in the main toolbar. Then expand the My Settings folder and click Filter Sets in the left tree view. A list of the existing filter sets will load in the content pane.

## Adding a Filter Set

To create a new filter set, click Add Filter Set in the actions toolbar. The following options will be available:

- Filter Name - The name of the filter set.
- Filters - Type the items you want to exclude, one per line. Any text field in reports that contain any item in this list will be removed from the report and its values will be added to a summary line. Note: Filters are NOT case sensitive.
- Enable as active filter set - Check this box to use this set as the default whenever viewing reports. Note: If this option is not selected, the filter set can be applied to a report from the report options pane.

## [Help for Site Administrators](#)

### Logging in to SmarterStats

Users and site administrators will need to obtain the link to the SmarterStats Web interface login page and the Site ID from their system administrator. To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login .

To stay logged in to SmarterStats even after closing the browser, be sure to select the Remember Me checkbox. This will allow SmarterStats to encrypt the username and password. This feature works as long as you do not log out of SmarterStats prior to closing your browser window. Note: Browser cookies must be enabled for this feature to work.



The image shows a login form titled "Please log in to SmarterStats...". It contains the following fields and controls:

- Site ID:** A text input field containing the value "57".
- Username:** A text input field containing the value "johndoe".
- Password:** A text input field with masked characters (dots).
- Language:** A dropdown menu currently set to "Use Browser Language".
- Remember Me:** An unchecked checkbox.
- Login:** A button with a key icon.
- Help:** A button with a question mark icon.

## [Site Reports](#)

### Site Reports Overview

Site reports are best used to analyze traffic and are generated by reading log files from a Web server. For more information, see the Site Reports folder of the Help for Users section of the online help.

## SEO Reports

### SEO Reports Overview

SEO reports are best used to determine how well positioned a site is in the search engine results pages (SERPs) and are generated by retrieving and parsing search engines search pages. For more information, see the SEO Reports folder of the Help for Users section of the online help.

## Research

### Keyword Suggestions

The keyword suggestion tool can help site administrators choose additional keywords for their websites. To access this tool, click SEO Reports in the main toolbar. Then expand the Research folder and click Keyword Suggestions in the left tree view. The following options will be available in the actions toolbar:

- Get Suggestions - Click this button to get a list of search phrases (keywords) that are similar or related to the keywords you provide.
- Add Keyword - Click this button to add the selected keyword to a SEO campaign.
- Email - Click this button to email the list of suggested keywords to the desired recipient(s).
- Export - Click this button to export the list of suggested keywords in CSV or TAB format.

For more information, refer to the KB article [How To - Use the Keyword Suggestion Tool to Improve SEO Efforts](#) .

### Competitor Suggestions

The competitor suggestion tool can help site administrators identify websites that may be competing for visitors and/or marketshare. To access this tool, click SEO Reports in the main toolbar. Then expand the Research folder and click Competitor Suggestions in the left tree view. The following options will be available in the actions toolbar:

- Get Suggestions - Click this button to get a list of websites that may have content related to the keywords you provide.
- Add Competitors - Click this button to add the selected competitor to a SEO campaign.
- Email - Click this button to email the list of suggested keywords to the desired recipient(s).
- Export - Click this button to export the list of suggested keywords in CSV or TAB format.

For more information, refer to the KB article [How To - Use the Competitor Suggestion Tool to Improve SEO Efforts](#) .

## [Settings](#)

### [My Settings](#)

#### **My Settings Overview**

To edit your personal settings, click the Settings button on the main toolbar. Then expand the My Settings folder and choose the appropriate settings page. For more information, see the My Settings folder of the Help for Users section of the online help.

### [Site Settings](#)

#### **Users**

Site administrators can add or delete end users for a particular site in SmarterStats. Users without administrator permissions can access site reports, SEO reports, and user settings. However, only users with administrator permissions can access the research tools, add or edit SEO collections, and change site settings.

To view a list of users for the site, click Settings in the main toolbar. Then expand the Site Settings folder and click Users in the left tree view. A list of users will load in the content pane.

To create a new user, click New in the actions toolbar. To edit a user's settings, select the desired user and click Edit in the actions toolbar. The user settings will load and the following tabs will be available:

#### **User**

Use this tab to specify the following user-based settings:

- Username - The username the user uses to login to SmarterStats.
- Password - The password the user will use to login to SmarterStats.
- Confirm Password - The password the user will use to login to SmarterStats. Note: To successfully set the password, be sure the text typed into this field matches the text typed into the Password field.
- Enable as Administrator - Select this option to give the user site administrator permissions.

## Report Options

Use this tab to edit the following report settings for reports and report items:

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Rows - The default number of rows in each table of a report or report item.
- Chart Type - To select the chart type, choose the appropriate option from the list.
- Enabled - Select this option to enable the selected chart type. Note: If this box is unchecked, reports and report items will only display tables (no graphs or charts).
- Enable Animation - Select this option to turn on chart animations for Silverlight charts.
- Enable IP Address Resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of resolutions performed per report item.
- Enable Auto-generation of Reports on Page Load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmarterStats slower, but will reduce the amount of clicking you have to do to see reports.

## SMTP Settings

This feature is only available in SmarterStats Enterprise.

Site administrators can use this section to customize how SmarterStats sends scheduled email reports. To use the default values set by your system administrator, leave the options on this page blank.

To access this section, click Settings in the main toolbar. Then expand the Site Settings folder and click SMTP Settings in the left tree view. The SMTP settings will load in the content pane and the following options will be available.

- SMTP Server - The mail server that will be used to email reports. Note: If you wish to use a port other than 25 for your SMTP Server, include it after the server name or IP with a colon. For example, if your mail server is mail.example.com and it listens on port 10000, use mail.example.com:10000 as the server name.
- From Address - The email address from which reports will be sent.
- Authentication Username - The identifier used to authenticate with the SMTP server. In some cases, this may be the full email address of the account.
- Enable SMTP Authentication - Check this box if SMTP authentication is required to send mail from this email address.
- Authentication Password - The corresponding password used to authenticate with the SMTP server.

## Site Importing

Site administrators can use this page to control how the website's log files are processed. For example, SmarterStats can be configured to ignore specific query strings variables, directories, or host headers.

Note: Some changes to these settings may require a reprocessing of your log files. Keep in mind that statistics are unavailable during reprocessing.

To access this section, click Settings in the main toolbar. Then expand the Site Settings folder and click Site Importing in the left tree view. The site importing settings will load in the content pane and the following tabs will be available.

### Options

Use this tab to specify the following options:

- Time Zone - Your time zone.

### Ignore Items

Use this tab to specify items that should be ignored:

- Query string items to ignore - If you have query string variables in your site that have near random values (page refresh randomizers, session IDs, etc), add the names of the query variables to this text box, separated with commas. If you enable this option, the system will start ignoring the value of those variables when calculating page hits. The hits will still be registered, but without that variable. Please note that this option is a pre-filter, meaning that once you enable it, you cannot get the values of those variables back unless you kept the original logs.
- Enable removal of URL items after semicolon - Check this box if the website passes session variables in the URL separated with a semicolon.

### Import Filtering

Use this tab to add exclusions or inclusions to your stats data. These act as pre-filters and allow a sub-site to be created that ignores specific directories, host headers, or hits from specific IP addresses.

Unlike filter sets, exclusions and inclusions are processed before logs are analyzed, meaning that SmarterStats acts as if removed rows do not exist in the logs. (Filter sets simply hide the data from specific reports.)

To create an exclusion or inclusion, click Add Exclusion or Inclusion in the actions toolbar. The following options will be available:

- Type - To specify the type of item to be included or excluded from log processing, select the appropriate option from the list. Depending on the item selected, you may be asked to provide

the specific directory, IP address, path, filename, or host header.

- Make exclusions permanent (data cannot be recovered) - Check this box to permanently exclude the filtered information. With this option, data cannot be recovered by deleting the exclusion or inclusion and reprocessing the site.

## Dynamic Pages

Use this tab to specify dynamic pages that should be processed as separate pages based on the variables passed through the page.

To add a dynamic page to SmarterStats, click Add Dynamic Pages in the actions toolbar. The following options will be available:

- Match Type - To specify how the page information is used to determine which pages are dynamic pages, select the appropriate option from the list.
- Page - The page information used to determine which pages are dynamic pages. For example, for the page /smarterstats/info.aspx, you would type /smarterstats/info.aspx if the match type was "exact" or info.aspx if the match type was "ends with."
- Query String Variables - The variables used to determine which pages are dynamic pages. For example, if the variable ProductID has a value of 1, it would be treated as a separate page from a value of 10.

## Page Alias

Site administrators can create aliases for pages by replacing the page URL with a friendly name. For example, a site administrator may change the longer URL /smartertools/products/smarterstats/pricing.aspx to "SmarterStats Pricing," making it easier to identify in reports. This feature is especially useful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37.

To access this section, click Settings in the main toolbar. Then expand the Site Settings folder and click Page Aliases in the left tree view. The page aliases settings will load in the content pane. To add a new page alias, click New in the actions toolbar. To edit a page alias, select the desired page alias and click Edit in the actions toolbar. The following options will be available:

- Page - The page for which the alias is created.
- Page Alias - The friendly name of the page.

## Export Logs

This feature may not be available if an export directory was not set for the site during site creation.

Site administrators have the ability to export processed log files into a single compressed file that contains the daily logs for the specified date range. To export log files, click Settings in the main toolbar. Then expand the Site Settings folder and click Export Logs . Note: Depending on the amount of data in the site's log files, this page may take awhile to process. As a result, site administrators are limited to a 31-day date range per export.

Logs can be exported in any log file format, regardless of the original web server that initially created the log files. This means that, even if your site is hosted on a Windows server running IIS, you will be able to export your log files in an Apache format.

Note: Cookies are not maintained in SmarterLogs; if this information is needed by the end user, they will need to maintain a backup of the original log files. SmarterLogs does keep the first cookie used in a session, but does not keep the subsequent cookies.

## SEO Settings

Site administrators can use this page to specify which search engines SmarterStats should use for reporting.

To access this section, click Settings in the main toolbar. Then expand the Site Settings folder and click SEO Settings in the left tree view. The SEO settings will load in the content pane and the following tabs will be available.

### Options

Use this tab to specify the following options:

- Overview Search Engine - The search engine used to populate the statistics in the 7 Day Overviews.

### Search Engines

Use this tab to specify which search engines should be used for SEO report items. By default, SmarterStats gathers data from the following search engines: Google, Yahoo!, Ask, and Bing.

## SEO Campaigns

An SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different campaign for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

To view a list of campaigns for the site, click Settings in the mail toolbar. Then expand the Site Settings folder and click SEO Campaign in the left tree view. A list of SEO campaigns will load in the content pane.

To create a new campaign, click New in the actions toolbar. To edit a SEO campaign, select the desired collection and click Edit in the actions toolbar. The campaign settings will load and the following tabs will be available:

## Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
- Site Name - The name used to identify your website.
- Site URL - The URL to your website. Type the URL following the format `www.example.com`

## Keywords

Use this tab to add keywords to the campaign. To add a new keyword, click Add Keywords in the actions toolbar. The following options will be available:

- Keyword - The keyword to be added to the collection.
- Volume - Site administrators can assign a volume to the keyword. For example, a beverage company selling grape fruit juice may add the longtail keyword "Concord Grape Juice" to a SEO campaign and use the Value field to record the monthly search volume for the keyword. Note: SmarterStats cannot determine the volume for the keyword. This information must be user-generated or can be left as 0.
- Enabled - Select this checkbox to enable SEO processing on the keyword. Note: Disabled keywords will remain a part of the campaign, but SEO processing will not be performed on them and they will not appear in applicable reports.

## Competing Sites

Use this tab to add competing sites to the campaign. To add a new competitor, click Add Competitor in the actions toolbar. The following options will be available:

- Name - The name used to identify the competitor's website.
- Site - The URL to the competing website. Type the URL following the format `www.example.com`

## [Help for System Administrators](#)

### Logging in to SmarterStats

System administrators can access the SmarterStats Web interface login page by navigating to the location of the SmarterStats installation in their Web browser. By default, this URL is `http://127.0.0.1:9999` (if running the browser on the server itself) or the IP address of the server (instead of 127.0.0.1).

To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login . By default, the site ID, username, and password for the system administrator is "admin" (without the quotes).

To stay logged in to SmarterStats even after closing the browser, be sure to select the Remember Me checkbox. This will allow SmarterStats to encrypt the username and password. This feature works as long as you do not log out of SmarterStats prior to closing your browser window. Note: Browser cookies must be enabled for this feature to work.



Please log in to SmarterStats...

Site ID  
57

Username  
johndoe

Password  
••••••••••

Language  
Use Browser Language

Remember Me

Login Help

## [Manage](#)

### View Logs

System administrators can easily access the log files generated by SmarterStats to view errors and processing information. To access these logs, click Manage in the main toolbar and then click View Logs in the left tree view. The following options will be available in the content pane:

- Server - The server from which the log files are collected.
- Date - The date you want to view log files from.
- Type - The type of logs you would like to view (general, email reports, exceptions, service communications)
- Search String - The word or phrase for which to search.

To view the logs, click Search in the actions toolbar. To download the logs as a .zip file, click Download in the actions toolbar.

## Sites

System administrators can use this section to manage the sites in SmarterStats. To access this section, click Manage in the main toolbar and click Sites in the left tree view. A list of the sites will load in the content pane and the following options will be available in the actions toolbar:

- New - Click this button to add a new site to SmarterStats.
- Edit - Click this button to edit the selected site.
- Delete - Click this button to permanently remove the site from SmarterStats.
- Actions - Click this button and select one of the following options:
  - Run Diagnostics - Select this option if you suspect one or more files may have gotten corrupted. SmarterStats will run an automated diagnostic of all files required for this site.
  - Reprocess Site - Select this option to reprocess the log file data. Note: Log file data will not be re-imported.
  - Re-import Site - Select this option to delete the SmarterLog files for the site and re-import them, starting with the earliest files.
  - Move Site - Select this option to move the site statistics to another server supported by the SmarterStats Web interface. Note: This option is only available in SmarterStats Enterprise. Selecting this option will only move the SmarterLogs; it will not move the physical site or its standard log files.
  - Logs Imported - Select this option to view the progress of log files that are being imported into SmarterStats
  - SEO Processing Status - Select this option to view the retrieval status of the site's SEO statistics.
  - Impersonate - Click this button to impersonate a user or site administrator.

For more information on adding or editing a site, see [Adding a New Site](#) .

## Adding a Site

System administrators can use this section to add a site to SmarterStats. To access this section, click Manage in the main toolbar and click New Site in the left tree view. To edit an existing site, click Manage in the main toolbar and click Sites in the left tree view. Then select the desired site and click Edit in the actions toolbar. The site settings will load and the following tabs will be available:

### Options

Use this tab to specify the following options:

- Site ID - The unique identifier for the SmarterStats site. Site IDs must be integers greater than 0.
- Server - In a distributed environment, the site may reside on a server other than the web interface. Select the web server on which the site's original logs reside. Note: This option is only available in SmarterStats Enterprise.
- Site Name - The domain name for the site (e.g. example.com).
- Time Zone - The time zone under which log files are processed.
- Default Documents - Type the default documents for the website in the text box. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".
- Current State - The state in which the site should start.
- Site Administrator Username - The username of the site administrator. This individual will be the primary user account responsible for this site.
- Site Administrator Password - The password associated to the site administrator username.
- Enable removal of URL items after semicolon - Certain sites can generate logs where the page that SmarterStats tries to parse includes a semicolon with some extra information after it. Check this box to automatically remove this extra information when applicable.
- Enable SEO - Check this box to enable SmarterStats to collect and report on SEO data for the site.

### Log Options

Use this tab to specify the following options:

- Auto-Deletion - The maximum number of months SmarterLog files should be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of logs versus saving the standard web server log files.
- Log Format - The log file format (W3C, NCSA, IIS). Note: Auto-detect only works on local log files; it will not work on FTP logs.

- Log Location - The location of the log files (local directory or obtained through FTP).
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Export Directory - The full path to the location to which log files are exported when a user downloads the files from SmarterStats. Note: A good rule of thumb is to put the logs back into the root of that particular site (e.g. c:\inetpub\wwwroot).
- Export URL - The URL for the exported log files. This is the absolute link that is set up in order to allow the user to retrieve the log file when the export is completed. Again, the full URL for that site should suffice (e.g. http://www.example.com).

## Log Locations

Use this tab to specify the full path to the location in which log files reside on the Web server. Note: This is usually set when installing the website on the server.

## Log FTP

Use this tab to specify the following FTP options:

- Server - The IP or URL of the FTP server.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: \*.log ).
- Port - The port the FTP server uses. By default, the FTP port is 21.
- Username - The username used to login to the FTP server.
- Password - The associated password used to login to the FTP server.
- Directory - The path to the log files.
- Interval - To specify how frequently the logs will be retrieved from the FTP server, select the appropriate option from the list.
- Enable FTP resumming if available - Check this box to only download unprocessed portions of log files. This option allows administrators to save bandwidth.

## SEO Options

Use this tab to specify the following SEO options:

- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable.
- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable.

- Max Position to Retrieve - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 200. All positions after 200 are listed in SmarterStats as 201.

## SEO Search Engines

Use this tab to specify the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

## Servers

System administrators can use this section to manage the servers in SmarterStats. To access this section, click Manage in the main toolbar and click Servers in the left tree view. A list of the servers will load in the content pane.

To add a new server, click New in the actions toolbar. To edit an existing server's settings, select the desired server and click Edit in the actions toolbar. The server settings will load and the following tabs will be available:

## Options

Use this tab to specify the following options:

- Server ID - The unique identifier for the server.
- Server IP - The IP address associated with the server.
- Server Name - The friendly name for the server.

## Importing

Use this tab to specify the following importing options:

- Compression Level - The level of compression that imported files should follow.
- Idle Time between Loops - The number of minutes the sever should be idle between loops.
- Import Time of Day - The start and end times the sever should be importing files.

## Processing

Use this tab to specify the following options:

- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.

- Reader Time Slice - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Reader Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Base Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set this to 0.
- Debug Level - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.

## Server Status

The Server Status page is an essential tool for monitoring SmarterStats on any Enterprise. It provides valuable information regarding each web server running the SmarterStats service, the status of the server, and information pertaining to the sites that cause the highest usage of server resources for the SmarterStats application.

To get started, click the Manage button from the main tool bar, then select Server Status from the left tree view.

- Server Name - This is the common name for each web server running the SmarterStats service as it was named during the time the server was added to the Web Interface.
- Status - This is the status of the SmarterStats service on that particular web server. If an error occurred while communicating with the service, it will show up in red text.
- High/Current/Low - This highest amount of memory used, in MB, the current amount of memory being used, and the lowest amount of memory used for stats processing on that server.
- High Site Name - This is the name of the domain that used the most memory on that server.
- High Site ID - This is the site ID of the domain that used the most memory on that server.
- Queries - The number of queries running on the server at that time.

## Service Version Info

This feature is only available in SmarterStats Enterprise.
--

Service Version Info gives system administrators an overview of the version of remote service running on all web servers. If a red "Failed" line appears, that means that the service is not installed on the server or there is a communication error with the service.

To get started, click the Manage button from the main tool bar, then select Service Version Info from the left tree view.

The Service Version Info page is broken down into the following columns:

- Server Name - The name of the server as it appears in the Web Interface.
- Server ID - The ID of the server as it appears in the Web Interface.
- Version # - The version of Remote Service that is running on that particular server. Note: In order for SmarterStats to function properly, all of the version numbers should match with the version that shows up in Help -> About SmarterStats.
- Build Date - The date that service was originally built.

## Reports

### Server Summary

#### **Server Summary Reports Overview**

The reports in this section will help system administrators aggregate activity statistics for all websites on a server. System administrators can also view the aggregate activity statistics across all servers in SmarterStats.

To access these reports, click Reports in the main toolbar. Then expand the Server Summary Reports folder in the left tree view. The following reports are available:

- Traffic
- Visitors

### **Traffic Summary**

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

## Visitors Summary

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

## Server Trend

### Server Trend Reports Overview

The reports in this section will help system administrators aggregate activity statistics for all websites on a server to identify trends. System administrators can also view the aggregate activity statistics across all servers in SmarterStats.

To access these reports, click Reports in the main toolbar. Then expand the Server Trend Reports folder in the left tree view. The following reports are available:

- Traffic
- Visitors

## Traffic Trend

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers. This report is useful in identifying traffic trends on a server.

For a definition of the terms listed on this page, please refer to the Glossary .

## Visitors Trend

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers. This report is useful in identifying visitor trends on a server.

For a definition of the terms listed on this page, please refer to the Glossary .

## Site Summary

### Site Summary Reports Overview

The reports in this section will help system administrators view traffic and visitor activity for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

To access these reports, click Reports in the main toolbar. Then expand the Site Summary Reports folder in the left tree view. The following reports are available:

- Traffic
- Visitors

### Traffic Summary

This report displays the traffic activity (page views, visits, hits, and bandwidth) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

### Visitors Summary

This report displays the visitor activity (visits, unique visitors, new visitors, and return visitors) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

## Settings

### General Settings

System administrators can use this section to configure general SmarterStats settings. To access this section, click Settings in the main toolbar and click General Settings in the left tree view. The general settings will load and the following tabs will be available:

### System Administrator

Use this tab to specify the following administrator-based settings:

- Site ID - The unique identifier for the system administrator area of the SmarterStats site.
- Username - The username of the system administrator. By default, the system administrator username is admin.
- Old Password - The password associated to the system administrator username. By default, the system administrator password is admin.
- New Password - The new password the system administrator wants to use to login to SmarterStats.
- Confirm Password - The new password the system administrator wants to use to login to SmarterStats. Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.

## Administrative Emails

Use this tab to specify the following settings:

- SMTP Server - The mail server IP address that will receive emails sent to the administrator email address listed in the Email Address field on this tab.
- Email Address - The email address of the SmarterStats administrator.
- Enable Notification - Check this box to allow the designated email address to receive an email when the server encounters a problem with SmarterStats.

## Web Settings

Use this tab to specify the following settings:

- Rows per Page - The default number of rows displayed in SmarterStats.
- Enable automatic reminder popups - Check this box to allow SmarterStats to display licensing and other administrative reminders.

## Report Settings

System administrators can use this section to specify general settings for SmarterStats reports. To access this section, click Settings in the main toolbar and then click Report Settings in the left tree view. The report settings will load and the following tabs will be available:

### Options

Use this tab to specify the following options:

- Max days for standard reports - The maximum number of days for which users can retrieve statistics on standard reports.
- Max days for custom reports - The maximum number of days for which users can retrieve

statistics for on custom reports. Note: This option is only available in SmarterStats Enterprise.

- Max items per custom report - Limits the number of report items that can be added to one custom report. Note: This option is only available in SmarterStats Enterprise.

## DNS Resolution

Use this tab to specify the following options:

- Max Resolution Threads - Depending on your computer's hardware configuration, it may be beneficial to raise or lower how much processing it does by changing the maximum number of IP addresses it resolves at one time. The default value of 100 will work for most servers.
- Max Lookups per Report - Allows you to set a limit on the number of resolved IP addresses that are returned when an user checks the Resolve IPs box in their settings. The higher the number of resolved IP addresses you allow, the longer those report items will take to display, which also results in a higher load on your server.

## Email

Use this tab to specify the following email options:

- Processing Interval - Scheduled email reports are processed in loops. When processing email reports, SmarterStats reviews each site and sends the appropriate scheduled email report. The processing interval is the wait time between loops. For example, if the processing interval is set to 2 hours, SmarterStats will wait 2 hours before reviewing each site and sending additional scheduled reports that need emailed to its recipients.
- Sleep Between Reports - The wait time after sending a scheduled email report. For example, if a site has multiple scheduled email reports that need delivered, SmarterStats will wait the amount of time specified by this setting before sending the next report.
- Enable Admin Error Emails - Check this box to allow SmarterStats to send an email to the system administrator when an error occurs.

## SMTP Settings

This feature is only available in SmarterStats Enterprise.

System administrators can use this section to specify the email account from which email reports are sent. Note: Site administrators can override these settings.

To access this section, click Settings in the main toolbar. Then click SMTP Settings in the left tree view. The email report settings will load in the content pane and the following options will be available:

- SMTP Server - The mail server used to send email reports. Note: To use a port other than 25 for your SMTP Server, include it after the server name or IP with a colon. For example, if your mail server is mail.example.com and it listens on port 10000, use mail.example.com:10000 as the server name.
- Postmaster Mailbox - The email address from which reports will be sent.
- SMTP Authentication - Check this box if SMTP authentication is required to send mail from this email address.
- Authentication Username - The identifier used to authenticate with the SMTP server. In some cases, this may be the full email address of the account.
- Authentication Password - The corresponding password used to authenticate with the SMTP server.

## Extension Settings

Although SmarterStats automatically assigns file extensions to specific categories, system administrators have the ability to reassign file extensions to different categories.

To access the extension settings, click Settings in the main toolbar. Then click Extension Settings in the left tree view. There are four categories for extensions:

- Downloads
- Documents
- Dynamic Pages
- Images

## Skins

System administrators can use this section to set the default skin for SmarterStats. To access this section, click Settings in the main toolbar. Then click Skins in the left tree view. The skins settings will load in the content pane and the following options will be available:

- Default Skin - Select which skin SmarterStats will use as the default skin from the list.
- Enable ability for sites to override skin - Checking this box will allow site administrators to override the default skin.

SmarterStats also supports custom skins, allowing businesses to incorporate their own branding or style into the application. For more information, refer to the SmarterTools Skinning Guide available in the community forums and on the SmarterTools website.

## Defaults

### Server Defaults

Use this section to create global default settings that will be applied to new servers added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Note: Modifications to these settings will not affect existing servers.

To access the default server settings, click Settings in the main toolbar and expand the Defaults folder. Then click Server Defaults in the left tree view. The default server settings will load in the content pane and the following tabs will be available:

### Importing

Use this tab to specify the following options:

- Compression Level - The compression level of imported log files
- Idle Time between Loops - The number of minutes the sever should be idle between loops.
- Import Time of Day - The timeframe for which the server can import log files.

### Processing

Use this tab to specify the following options:

- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Reader Time Slice - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Reader Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Base Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set this to 0.

- **Debug Level** - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.

## Server Propagation

Use this section to apply global default settings to all of the servers in SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. To access server propagation, click the Settings in the main toolbar and expand the Defaults folder. Then click Server Propagation in the left tree view. The default server settings will load in the content pane. For more information on these settings, refer to Server Defaults. To apply some or all of the default settings to all of the servers in SmarterStats, select the appropriate settings and click Propagate Now.

## Site Defaults

Use this section to create global default settings that will be applied to new sites added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Note: Modifications to these settings will not affect existing sites.

To access the default site settings, click Settings in the main toolbar and expand the Defaults folder. Then click Site Defaults in the left tree view. The default site settings will load in the content pane and the following tabs will be available:

### Options

Use this tab to specify the following options:

- **SmarterLog Directory** - The directory in which log files will be saved.
- **Default Documents** - Type the default documents for the website in the text box. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".
- **Time Zone** - The time zone under which log files are processed.

### Auto-Deletion

Use this tab to specify the following options:

- **SmarterLogs** - The maximum number of months SmarterLog files should be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of logs versus saving the standard web server log files.
- **Original Logs** - The maximum number of months original log files should be stored.

## SEO Options

Use this tab to specify the following SEO options:

- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable.
- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable.
- Max Position to Retrieve - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 200. All positions after 200 are listed in SmarterStats as 201.

## SEO Search Engines

Use this tab to specify the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

## Site Propagation

Use this section to apply global default settings to all of the sites in SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. To access site propagation, click the Settings in the main toolbar and expand the Defaults folder. Then click Site Propagation in the left tree view. The default site settings will load in the content pane. For more information on these settings, refer to Site Defaults. To apply some or all of the default settings to all of the sites in SmarterStats, select the appropriate settings and click Propagate Now.

## Activation

## Licensing

To view licensing information for SmarterStats, click Settings in the main toolbar. Then expand the Activation folder and click Licensing in the left tree view. The edition, version, and license level information for the version of SmarterStats currently being used will load in the content pane.

The following options are available from the actions toolbar:

- Activate - Activates a new SmarterStats license key.
- Reactivate - Reactivates a SmarterStats license key.
- Details - Displays details about the license, including feature, status, expiration, limits and

available trials.

- Buy Now - Allows the system administrator to begin an available trial.
- Start Trial - Allows the system administrator to begin an available trial.

## SmarterStats Self Diagnostic

Use the Smarterstats Self Diagnostic to test versions, locale settings, folder permissions, and Internet connectivity. To access this feature, click Settings in the main toolbar. Then expand the Activation folder and click Self Diagnostic in the left tree view. SmarterStats will perform a test and display the results in a popup window.

## Additional Help Topics

### Enhancing Geographic Reports

SmarterStats uses a very efficient and accurate Geographic engine based on databases provided by MaxMind. These databases are very accurate, and correctly identify most traffic hitting your server. Because geo-location data changes frequently, SmarterStats will release a new update of these databases with every minor release of SmarterStats.

For those requiring constantly up-to-date geo-location data, MaxMind makes available a premium database that is updated monthly. In addition, the premium database takes into account dial-up services like AOL and Earthlink.

[Click here](#) for the MaxMind premium database compatible with SmarterStats



For questions regarding the premium MaxMind GeoIP City Database, please [click here](#) . SmarterTools does not directly support the MaxMind databases.

### Instructions for installing premium database updates

- Download the latest Binary Format distribution of the Region database
- Using a product like WinZip or WinRar, extract the file to a temporary directory
- Locate a file named something similar to GeoIPCity-###.dat and rename it to GeoIPCity.dat
- Copy the file to your C:\program files\SmarterTools\SmarterStats\Service directory

## Glossary

Below is an alphabetized list of the various terms and phrases used in SmarterStats.

**Authenticated Visitor** - An authenticated visitor is a web site user who successfully logs into a website using authentication. Scripted authentication like ASP.NET Forms Authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the web server.

**Bandwidth** - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

**Browser** - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

**Current Page** - The current page is the most recent page that the visitor requested on the site.

**Directory** - A collection of folders that contain files, regardless of their file extensions, associated with a website. Statistics do not include sub-directories, as those are reported separately.

**Document** - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. Your administrator may set up additional extensions as documents.

**Download** - A file that is able to be downloaded, or saved, to a visitor's local machine. Generally, downloads are specified as such by the site owner, and given either freely or charged on a per-download basis. By default, SmarterStats considers the following extensions to be downloads: .ASF, .AVI, .DOC, .EXE, .GZIP, .MP2, .MP3, .MPEG, .MPG, .MSI, .MSP, .QT, .QTM, .RA, .RAR, .SWF, .TAR.BZ, .TAR.BZ2, .TAR.GZ, .WMA, .WMF, .WPD, .ZIP. Your administrator may set up additional extensions as downloads.

**Dynamic Page** - Pages built using a variety of different scripting environments and/or scripting languages. Generally, this includes any page with an extension other than .htm or .html. By default, SmarterStats considers the following extensions to be dynamic pages: .ASP, .ASPX, .CFC, .CFM, .CFML, .CFMX, .CGI, .DLL, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML. Your administrator may set up additional extensions as downloads.

**Entry File** - The entry file for a visit is the very first file that completed downloading for the visitor. These may frequently be images.

**Entry Page** - The entry page is the first page a web site visitor goes to during a visit

**Exclusion** - An exclusion is a pre-filter used to remove log file entries that may not be pertinent to a sites statistics. A common usage of exclusions is to ignore internal IP addresses or directories with temporary files.

**Exit Page** - The page a visitor leaving your site was on prior to moving to a different website.

**Extension** - The extension represents the type of file hit by a web site request.

**File** - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

**First Hit** - First Hit represents the date and time that the visitor first hit your web site during this visit.

**Hits** - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

**Image** - Images are files that represent graphical bitmaps. By default, SmarterStats considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. Your administrator may set up specific extensions as images. Typically, a single web page can link to several images.

**Inclusion** - An inclusion is a pre-filter that is used to limit a site's statistics to only specific items of a log file. Inclusions are typically used to restrict a site's statistics to only one subdirectory of a larger parent site.

**Keyword** - A keyword represents a single word in the search string text used by web users to get to your site.

**Last Hit** - Last Hit represents the date and time that the visitor was last active on your site

**New Visitors** - A new visitor represents a visit by a computer that has not yet been to the web site in the time period of the report.

**Page** - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmarterStats considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML, .IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

**Page Views** - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

**Phrase** - A phrase shows the entire search string text used by web users to get to your site.

**Platform** - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

**Popularity** - Refers to the number of links to your website from pages indexed in a search engine.

**Rank** - Rank indicates the position of the item when ordered

**Referrer Host** - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

**Referrer URL** - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

**Result Code** - Result codes are returned by your web server, and indicate whether or not resources were successfully downloaded from your web site. Large numbers of 404 errors, for example, may indicate a problem with your web site links.

**Return Visitors** - A return visit is counted when a computer that has already been to the site before returns for another visit.

**Return Visits** - Return visits represent the times when previous visitors come back to the site again. A high percentage of return visits to total visits indicates that your web site is holding visitors' attention.

**Saturation** - Refers to the number of pages that a search engine has indexed from your website.

**Search Engine** - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

**Spider** - A spider is an automated program that searches and indexes web sites, usually with the intent of providing information for search engines.

**Unique Visitors** - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

User Agent - The User Agent string is sent by browsers to identify the browser, the operating system they are running on, and installed browser extensions. There are countless varieties of user agent strings.

Visit Length - The number of seconds that a visit lasts. On reports dealing with visit length, the average visit length is calculated and shown for all visits. Visits length assumes that the visitor stays several seconds after their last hit.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Web Site Path (Path) - When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank\_you.html. Therefore, the path for this visit would look like:  
default.html/product.html/order.html/thank\_you.html.

# SMARTERTOOLS END USER LICENSE AGREEMENT

## SmarterTools, Inc. Software License Terms

This End User License Agreement ("EULA") is between SmarterTools, Inc. ("SmarterTools") and the License holder ("You") of the software product this EULA accompanies ("Software"). It is important to read and understand all of the terms, limitations, and conditions contained in this EULA prior to installing and using the Software because they affect how You may use the Software and Your rights under this License. By explicitly accepting this EULA, or by installing, copying, downloading, accessing, or otherwise using the Software, You agree to be bound by the terms of this EULA. If, prior to using or installing the Software, You decide that You are unable or unwilling to agree to the terms of this EULA, promptly and completely uninstall and destroy any electronic copies of the Software and accompanying items in your possession.

This EULA shall apply to:

- \* This Software
- \* Future Versions of this Software
- \* Updates, add-ons, and plug-ins to this Software, as may be made available by SmarterTools from time to time, including but not limited to language packs, dictionaries, and skins (collectively "Updates")
- \* Features selection(s), including, but not limited to, "Professional," "Enterprise", and "Free" editions of the Software, and maximum allowed numbers of users, profiles, devices, email addresses domains, web sites, or agents ("level");
- \* Services, support, advice, and recommendations related to this Software that may be made available by SmarterTools on the Internet, in the Software documentation, or by telephone
- \* Any and all Technical Support Services offered in connection with the Software

## DEFINITIONS

The following definitions shall apply for the purposes of this EULA:

- \* "Dedicated Hosting" shall refer to an individual, group, or organization ("Dedicated Host") that maintains a physical server device that is wholly or, in the case of Virtual Private Servers ("VPS"), a dedicated portion of a physical server device that is sold, leased, or otherwise made available to a third party; whether or not a fee or other compensation is exchanged; and in which the third party has authorization and/or access to the activation areas of the software and/or to system administration functions.

- \* "Effective Date" shall be the date upon which this EULA was accepted by You.
  - \* "Elastic Computing" shall refer to a user's ability to install software, create websites or instantiate a database on one or more Workers that can then be given incremental CPU cycles or percentages, memory (RAM) allocations, and/or physical disk space and bandwidth allocations that can all, then, be managed (increased or decreased) separately and on an as needed basis.
  - \* "Failover" is the ability of a system to automatically switch to a second, standby system should the primary system fail or is temporarily shut down.
  - \* "License" shall refer to the revocable, non-exclusive, non-transferable license to use the Software ("License") in accordance with the terms and conditions of this EULA. The term License applies to purchased and non-purchased Licenses, including but not limited to the object code, source code, and any accompanying alphanumeric combinations used to enable and/or activate the software or certain Features Selection(s) in the Software (collectively, "License Keys").
  - \* "License Key" shall apply to the alphanumeric combination entered/applied upon installation and used to access Feature Selections. License Keys are delivered to the owners of purchased (paid for) Licenses and to those who may receive authorized promotional or trial Licenses, if applicable (pursuant to this EULA). SmarterTools may create and provide certain Levels, Editions, and/or Versions of the Software that do not require entry or use of a License Key for promotional or other purposes. This EULA remains in full force and effect whether or not a License Key is required or provided by SmarterTools.
  - \* "Load Balancing" is a networking methodology whereby processing and workload is distributed evenly among a group of independent machines (e.g., servers) so that no single device is overwhelmed and so that there is no single point of failure.
- "Multi-tenancy" and "Multi-tenant license(s)" shall refer to the ability of any single license to support multiple separate and unique client organizations, particularly when offering a single license in a Software as a Service (SaaS) capacity. For the purposes of this EULA, only SmarterStats and SmarterMail are multi-tenant licenses.
- \* "Periodic License" shall be a License with a defined temporal component (start and end date) whether or not such License is subject to renewal, automatically renews, effectively terminates, or is extended (e.g., Monthly/Lease Licenses, Trial Licenses, Development Licenses). Periodic Licenses may be governed by additional terms and conditions in a separate written agreement.
  - \* "Third Party Providers" shall be any other software, application, plug-in, add-on, utility, tool, device, or methodology by any individual, group, organization, affiliation, company, or other entity that connects, modifies, links, and/or integrates to/with the Software for any purpose whatsoever.

\* "Shared Hosting" shall refer to an individual, group, or organization ("Shared Host") that maintains a physical server device upon which software and/or tools are owned and installed by the Shared Host and made available to third parties for access or use; whether or not a fee or other compensation is exchanged; and in which the third parties do not have authorization or access to the activation areas of the Software and/or do not have authorization or access to system administration functions.

\* "Worker(s)" shall be the location where software, websites or databases are installed in an Elastic Computing environment. A Worker can then have CPU cycles, disk space and RAM allocations and bandwidth modified (i.e., increased or decreased) on an as needed basis to accommodate shifts in traffic and usage. Also known as a worker process.

## 1. License.

### A. Grant of License.

Upon the the Effective Date, SmarterTools hereby grants You a revocable, non-exclusive, non-transferable license to use the Software ("License") in accordance with the terms and conditions of this EULA. This License shall commence on the Effective Date of this EULA and shall remain in effect until terminated in accordance with the terms of this EULA or superseded by another end user license agreement pursuant to installation of an Update or changes in Features Selection. SmarterTools, together with any third party content providers whose software code is incorporated in the Software or distributed with it, retains all right, title, and interest to the Software, including, but not limited to, copyrights, trademarks, proprietary methods, and trade secrets incorporated into the Software.

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This License to use the Software is conditioned upon You paying all related charges and fees imposed by SmarterTools for purchase of the Software, monthly-license of the Software, or for the authorized delivery of the Software as a service (SaaS). SmarterTools may, in its sole discretion, terminate this License if You fail to pay such charges or fees within the time allowed by SmarterTools.

### B. Use of the Software.

You shall use the Software for Your own personal or internal business purposes. Personal or internal business purposes shall include the installation of the Software and activation of only one License on any single personal computer or server; one instance of a Virtual Private Server; or in the case of Elastic Computing, on any single Worker for Your own use or use by Your Customer(s) pursuant to

the terms of section 1.C. below. Should SmarterTools designate that a specific license can be used for Failover, then You may install that license on a second machine that matches the exact specifications of the initial installation machine, and use that second machine as a Hot Standby. Should SmarterTools designate that a license can be used for Load Balancing, then You may install that license on as many similarly-configured machines as necessary to meet any Load Balancing requirements.

#### C. Sublicense, Resale, Lease, Sub-lease ,or Transfer

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#### D. Limitations on Use of the Software and License Keys

You shall not modify, reverse engineer, reverse assemble, decompile, disassemble, decrypt, reflect, or use reflection on the Software, or otherwise attempt to discover or obtain the source code or structure, sequence, or organization of the software in whole or in part, except as provided in Section 9 of this

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You shall not use the Software to harm third parties, disseminate unsolicited communications (emails, etc.), requests, or harmful data or programs including but not limited to malicious scripts and viruses. You shall not use the Software to disseminate pornography, child pornography, or other harmful or illegal materials, or in any way that may disparage or bring disrepute to SmarterTools.

## 2. Term and Termination.

This EULA is effective as of the date You install or use the Software, or as of the date You accept this EULA, whichever is sooner. You may terminate this EULA by completely deleting and wholly destroying any copies of the Software and documentation in Your possession or control. SmarterTools may terminate and/or disable the License or EULA if, in its sole discretion, SmarterTools determines that You have breached any of the terms and conditions of this EULA, with or without notice to You of such termination.

Sections 1.B., 1.C., 1.D., 3, 5, 6, 7, 8, 9, 10, 11, 12, and 13 shall survive termination of this EULA.

## 3. Limited Warranty and Limitation of Liability.

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SmarterTools does not warrant that the Software will meet Your requirements, that the operation of the Software will be uninterrupted or error-free; that any data supplied by the Software will be accurate; or that the Software will work with any 3rd-party or supplemental software or hardware furnished with or accompanying the Software. Further, SmarterTools does not warrant the efficacy, functionality, or operation of such Accompanying Software or Hardware. ALL HARDWARE, SOFTWARE, OR OTHER PRODUCTS OR SERVICES PROVIDED BY SMARTERTOOLS UNDER THIS EULA ARE PROVIDED AS-IS, AND SMARTERTOOLS EXPRESSLY DISCLAIMS ALL WARRANTIES, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

#### B. No Liability for Damages

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#### C. Third Party Providers and Web Services

The Software is designed to integrate and/or to be used in conjunction with Third Party Providers through Web services. SmarterTools assumes no liability and makes no warranty or guarantee regarding the applicability of effectiveness of this Software when used in conjunction with these products or whether or not such integration or use might interfere with the operation therein. You agree to hold SmarterTools harmless in all matters resulting from the integration or use with Third Party Providers.

#### D. Limitation of Liability

Your sole remedy under this Agreement shall be limited to replacement of the Software.

#### 4. Technical Support

Currently, SmarterTools provides technical support for the Software via SmarterTools personnel, documentation, and Internet resources. Depending on Your Features Selection, including but not limited to pricing, volume, Software version, and the number of licenses You purchased, a certain amount of technical support may be included at no additional charge. Otherwise, technical support may be available for an additional charge on a per incident, per call, or per time-frame basis or in other support packages. The amount of these charges may vary from time to time. Technical support is provided AS-IS, and the provisions of section 3.A., 3.B., and 3.C. apply to technical support.

SmarterTools provides no guarantee, expressed or implied, regarding the efficacy or continuation of technical or other support for this Software or particular version of this Software for any length of time and SmarterTools may choose to discontinue such support at any time and for any reason.

#### 5. Indemnification.

You shall defend, indemnify, and hold harmless SmarterTools and its suppliers, licensors, successors, affiliates, agents, employees, executives, and assigns (hereafter "SmarterTools Indemnified Parties") from any claims, damages, losses, or expenses (including without limitation attorney fees and costs) incurred in connection with any and all damages, losses, claims, suits, judgments, or causes of action asserted against SmarterTools Indemnified Parties by third parties or Your Customers related to:

- \* Any claims arising from or related to Your use of the Software or use of the Software by Your Customers or any portion thereof, including but not limited to claims of infringement of patents, copyrights, or other intellectual property or proprietary rights arising from your use of the Software or from use of the Software or any portion thereof in combination with any other software, hardware, device, system, or service;
- \* Damages arising from Your breach or Your Customer's breach of this EULA;
- \* Any loss, misdirection, or inaccuracy of any and all data, message, and/or information (partial or complete) by or directed to You, Your Affiliates, Your Customers, Your vendors, Your assignees, or any related third party and from any action, inaction, or consequence arising out of such loss, misdirection, or inaccuracy of any data, message, or information;
- \* Any misuse, abuse, hostile transmission, fraud, or unlawful action arising from or related to the use of the Software or any portion thereof by or directed at You, Your affiliates, Your Customers, Your vendors, Your assignees, and/or any related third party;
- \* Any claim, damage, loss, or expense related to the installation, quality, use, operation, functionality, transfer, or de-installation of the Software to You, Your Customer(s), or third parties.

\* Any charges imposed by You or third parties on You or Your Customers related to Your or Your Customer(s)'s use of the Software, including but not limited to charges for data transmission and bandwidth, regardless of whether you have followed any recommendations provided with the Software or Software documentation.

## 6. Transfers

The rights under the License may be sublicensed under the terms of Section 1.C. or transferred to any of Your successors, heirs, or assigns. Any other attempt to sublicense, assign, or transfer any of the rights, duties, or obligations hereunder is void unless You have a separate written agreement with SmarterTools allowing for such transfer(s).

## 7. Jurisdiction.

This Agreement shall be governed in all respects by the laws of the United States and the State of Arizona, except for conflict of law's provisions. The parties agree that for any dispute, controversy, or claim arising out of or in connection with this Agreement, venue and personal jurisdiction shall be in the federal, state, or local court with competent jurisdiction located in Maricopa County, Arizona. The prevailing party will be entitled to an award of reasonable attorney's fees.

In the case that You are an agency or entity of the United States Government, the following additional terms apply:

\* The Software qualifies as Restricted Computer Software, as defined in the Rights in Data-General clause at Federal Acquisition Regulations 52.227-14.

\* Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.227-7013.

## 8. Payments.

You shall pay the total fee(s) for the Software imposed by SmarterTools at the time of purchase. You shall pay all invoices rendered by SmarterTools within thirty (30) calendar days after the invoice date, or within another time frame set forth by SmarterTools in writing in a separate agreement. All payments shall be made in United States Dollars (\$). If You fail to pay any amount due within the above timeframe, SmarterTools may impose late charges equal to the lesser of 1.5% per month or the highest interest rate allowable by applicable law, together with all related expenses and collection costs, including reasonable attorneys' fees, incurred by SmarterTools collecting any amounts owed under this EULA. Further, You shall reimburse SmarterTools for any out-of-pocket expenses incurred in connection with duties performed by SmarterTools hereunder. Upon request by You, SmarterTools

shall provide You with reasonable documentation evidencing the out-of-pocket expenses incurred by SmarterTools.

SmarterTools may disable License Keys for invoices that are not paid within a reasonable timeframe as determined by SmarterTools in its sole discretion. Licenses purchases that are made fraudulently, deceptively, or that result in a charge-back or disputed charge are considered to be not paid and are subject to disablement at the sole discretion of SmarterTools.

#### 9. Limitations to Customization.

Should You choose to alter the appearance and/or user interface of the Software (the "Skin") by using the custom style or Skin options included in certain versions of the Software or by using a third-party process to alter the appearance or interface of the Software, the following requirements must be met:

\* You shall maintain and not remove or obscure any proprietary notices in the Software. The SmarterTools name may be displayed in any font type or style, but it must be displayed in no smaller than 8-point font. The name of the Software shall remain visible to the naked eye and free from any clutter or similar color scheme (e.g. black font on a black or similarly dark background that would preclude the user from easily identifying the Software). Use of the qualifiers "powered by" and "provided by" is permitted (e.g. "Powered by SmarterMail"). Any deviation from these limitations must be approved in writing by SmarterTools in advance of implementation and may result in additional license fees, if applicable.

\* All applicable copyright and trademark information shall not be removed, remain visible to the naked eye, free from any clutter or similar color scheme, and can be displayed in any font type or style but shall be displayed in no smaller than 8-point font.

#### 10. Transmission of Information and Communication.

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12. Severability.

The provisions of this Agreement will be deemed severable and the invalidity or unenforceability of any provision(s) will not affect the validity or enforceability of any other provision(s) herein.

13. Entire Agreement.

This EULA constitutes and expresses the entire agreement and understanding between the parties hereto with respect to the subject matter, all revisions discussions, promises, representation, and understanding relative thereto, if any, being herein merged. This Agreement replaces and supersedes any prior agreement entered into between the parties hereto with respect to the subject matter herein.

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Rev. 20120524

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